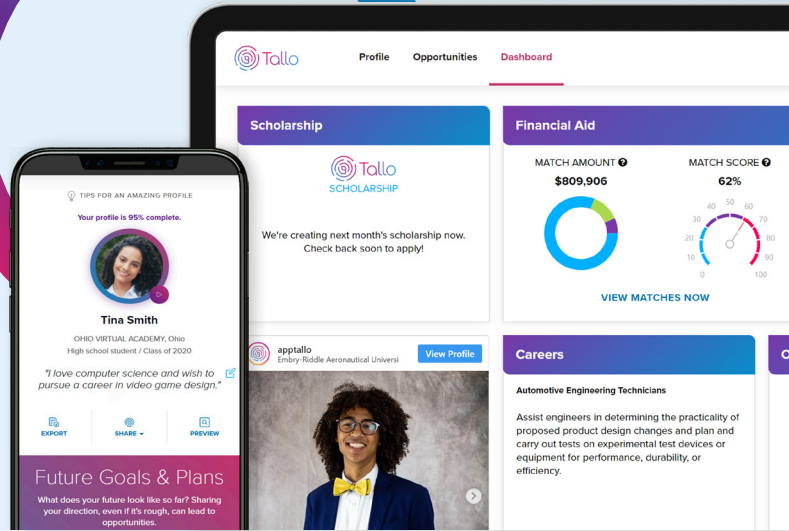


The art of the elevator pitch



OBJECTIVES

- Create an elevator pitch or speech.
- Record your pitch or speech.
- Use appropriate communication methods



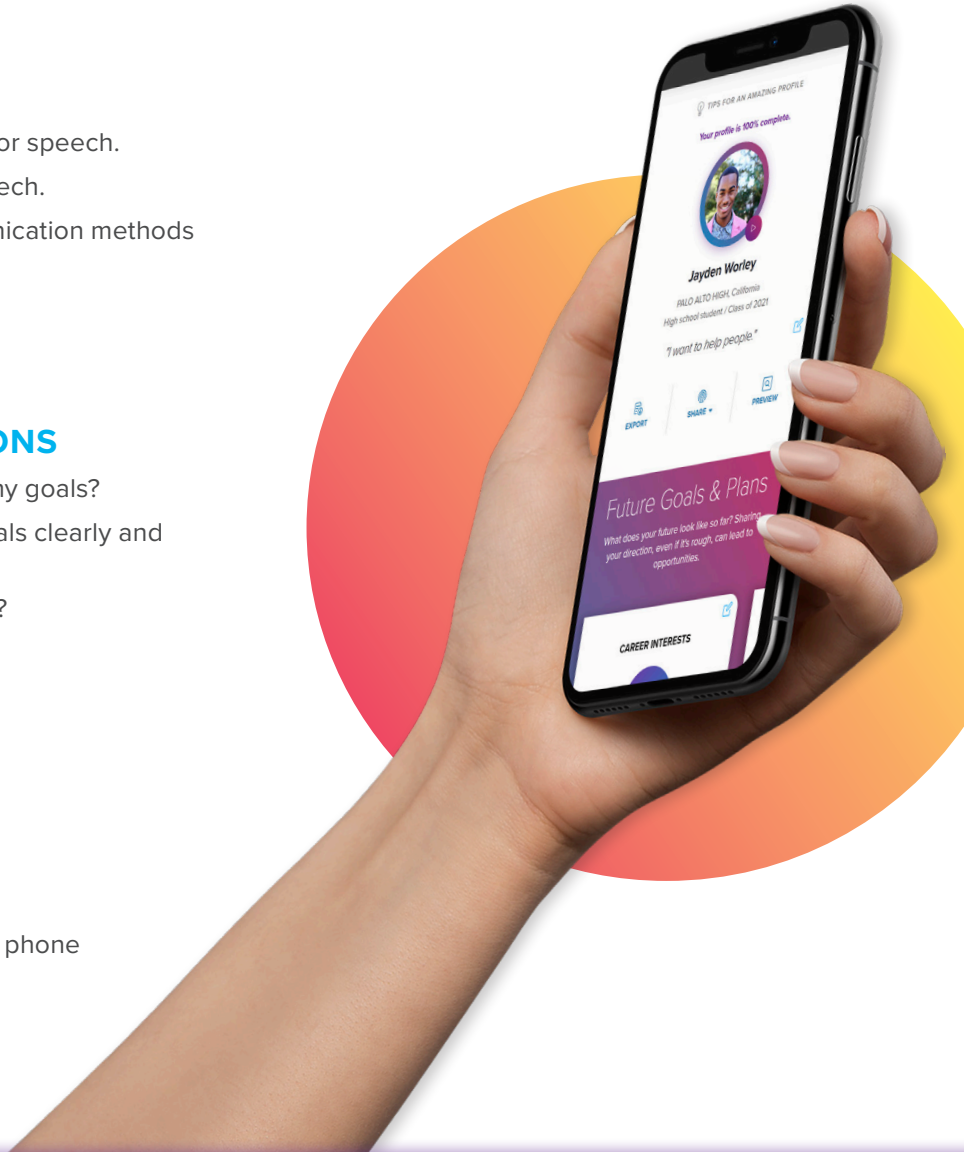
ESSENTIAL QUESTIONS

- Who am I and what are my goals?
- How can I explain my goals clearly and in a concise way?
- What is an elevator pitch?



MATERIALS

- Elevator Pitch Outline
- Recording device
- Laptop, computer, or cell phone





WARM UP

Post this prompt on the smart board or google classroom for students to work on when they enter class and round-robin share answers:

- **DESCRIBE YOURSELF IN ONE SENTENCE.**

Ask students what qualities they are sharing about themselves. Are they describing their personalities, physical attributes, accomplishments, or goals?

After students are done sharing, pose the following question to the class: Imagine you are in an elevator with the owner of the company or organization you'd like to work for or the dean of the school you'd like to attend. Would you say anything? If this happened to you, would you say the same sentence you wrote down in the warm-up?



PROCEDURE

- **WHAT IS AN ELEVATOR PITCH?** An elevator pitch is a concise description of who you are, your experiences, and your goals.
- **ASK THE CLASS:** Why are they called elevator pitches? These are meant to be short speeches, no longer than a minute — it shouldn't take longer than a ride in an elevator.
- **OUTLINE:** Students complete the Elevator Pitch Outline Handout. If time permits, allow students to watch videos of elevator pitches online. Students may use devices to complete research to help them fill out the outline.
- **ROUND-ROBIN ELEVATOR PITCH PRACTICE:** Sit students in groups of four to five to practice their elevator pitches and provide constructive feedback for their classmates based on PVLEGS. Students should practice their pitch at least three times.
- **RECORD PITCHES:** Once students feel comfortable saying their pitch, they should record their elevator pitches on their school computer, cell phone, or recording device. After completing their recording, students should upload their video to their Tallo profile (videos must be hosted on YouTube or Vimeo to post on Tallo.)



EXIT

ELEVATOR PITCH SELF-REFLECTION: Students should watch their recording to answer the reflection questions.

- **WHAT IS THE IMPORTANCE OF AN ELEVATOR PITCH?**
- Reflect on how you used PVLEGS (Poise, Voice, Life, Eye Contact, Gestures, Speed) to help record your elevator pitch. Which aspect of PVLEGS is your greatest strength? Explain.
- Which point of PVLEGS could you continue to improve? Explain.
- **HOW MIGHT YOUR ELEVATOR PITCH CHANGE NEXT YEAR?** What information could you add to it and what might you take out?
- **WHEN COULD YOU USE YOUR ELEVATOR PITCH IN REAL LIFE?**

Students should upload their videos to their Tallo profile.