

# Creating an elevator pitch

Imagine: you step onto an elevator and somehow find yourself standing next to the CEO of your dream company. What do you say? What do you do? You have about sixty seconds to make the moment count, so how do you communicate who you are, your goals, and your strengths?

Introducing the Elevator Pitch: a way to help students think of how to describe themselves effectively and efficiently. This exercise has students dig through the elements of who they are to pick out pieces that are most essential to their goals.

The following mini-lesson outlines how to help students craft their elevator pitches.

## Overview

- 🕒 Estimated 20 -30 minutes in length
- 9+ Recommended for 9th grade and older

### OBJECTIVES

By the end of this lesson, students will:

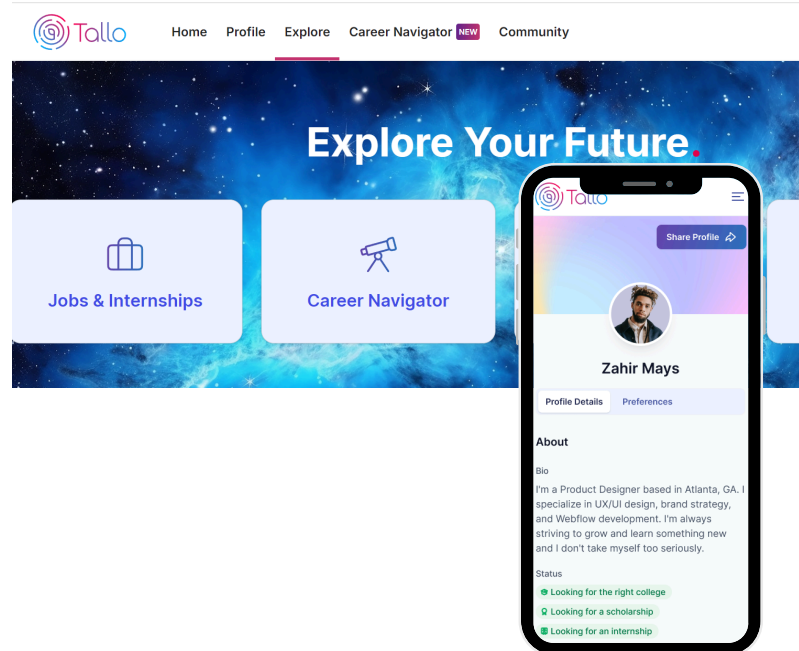
- Know what an elevator pitch is
- Know how to communicate their identity
- Record an elevator pitch

### ESSENTIAL QUESTIONS

- Who am I and what are my goals?
- How can I explain my goals clearly and concisely?
- What is an elevator pitch?

### MATERIALS NEEDED

- Recording device or app
- Elevator pitch handout
- Laptop, phone, or device



#### Tallo Tip:

Keep students' pitches concise, focused on their strengths, and emphasize their unique skills.

# Lesson Breakdown

## WARMUP : 5 MINUTES

- Post this prompt on the board or screen share to your virtual classroom:
  - Describe yourself in one sentence.
- Give students about 2-3 minutes to come up with their sentences.
- 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 situation 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 would like to attend. What would you say? Would you share the same sentence you wrote down in the warm-up? Why or why not?

## ELEVATOR PITCH OVERVIEW: 3-5 MINUTES

- Explain the meaning of an elevator pitch
  - An elevator pitch is a concise description of who you are, your experiences, and your goals.
- Ask the class: Why do you think they are called elevator pitches?
- Listen to responses and discuss.
- Clarify that they are called elevator pitches because they are short speeches that shouldn't take longer than an elevator ride. The time limit exists to help students get to the point: who are they, and what do they want to do.

## CRAFTING THE PITCH: 6-10 MINUTES

- Give students the Elevator Pitch Outline Handout, or screen share an image of it to your class.
- Have students fill out the handout and draft their pitch.
- In groups of 2-3, have students share pitches and give feedback to one another.

## RECORDING: 2-5 MINUTES

- Once students have drafted their elevator pitch, give them time to record their pitch
- Have students play the pitch back to themselves and adjust their recording based on their speed, enunciation, volume, and tone.

## REFLECTION: 5 MINUTES

- After listening to their own recording, discuss the following questions with students:
  - What is the importance of an elevator pitch?
  - How might your elevator pitch change as you get older?
  - When might you use an elevator pitch in real life?

# Lesson Breakdown

## WARMUP : 5 MINUTES

- Post this prompt on the board or screen share to your virtual classroom:
  - Describe yourself in one sentence.
- Give students about 2-3 minutes to come up with their sentences.
- 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 situation 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 would like to attend. What would you say? Would you share the same sentence you wrote down in the warm-up? Why or why not?

## ELEVATOR PITCH OVERVIEW: 3-5 MINUTES

- Explain the meaning of an elevator pitch
  - An elevator pitch is a concise description of who you are, your experiences, and your goals.
- Ask the class: Why do you think they are called elevator pitches?
- Listen to responses and discuss.
- Clarify that they are called elevator pitches because they are short speeches that shouldn't take longer than an elevator ride. The time limit exists to help students get to the point: who are they, and what do they want to do.

## CRAFTING THE PITCH: 6-10 MINUTES

- Give students the Elevator Pitch Outline Handout, or screen share an image of it to your class.
- Have students fill out the handout and draft their pitch.
- In groups of 2-3, have students share pitches and give feedback to one another.

## RECORDING: 2-5 MINUTES

- Once students have drafted their elevator pitch, give them time to record their pitch
- Have students play the pitch back to themselves and adjust their recording based on their speed, enunciation, volume, and tone.

## REFLECTION: 5 MINUTES

- After listening to their own recording, discuss the following questions with students:
  - What is the importance of an elevator pitch?
  - How might your elevator pitch change as you get older?
  - When might you use an elevator pitch in real life?