

Elevator Pitch

- In this exercise, you will be defining your short communication “pitch” which describes who you are and what you do to someone who is unfamiliar with you.
- Below, the three boxes are a part of a 30-second “elevator pitch.” The elevator pitch has a “Why-How-What” construction. In about 30 seconds, you can say about 70 to 80 words. You will write around ~25 words (~ 2 sentences) for each box to answer the prompts.
- Combine your answers from the three boxes (Why / How/ What) and you have an outline of a 30-second elevator pitch. You do not need to recite this pitch verbatim when you meet someone. Feel free to improvise depending on the situation.
- You will probably need to practice this pitch a number of times before you will be familiar enough with it to have it flow more effortlessly into your conversation.

WHY

- What is your title/role?
- What is the problem/issue that you are focused on?
- Why is the problem/ issue important to address

HOW


- What is causing the problem/ issue?
- How is your (unique) approach going to address the issue?

WHAT

- What projects are you working on?
- What do you plan to do next?
- What do you need help with?

Short Teaser

After you have developed your 30-second elevator pitch. Condense your pitch down to 2 sentences which briefly describes who you are and what you do. This is your "short teaser"



Core Idea

After you have developed your short teaser, further condense the message. In the circles below, jot down three to five ideas that represent the essence of who you are or what you are trying to accomplish. Then in the box to the right, develop a three-to-five word phrase that is representative of your message. (e.g. "Creating Equity in Education")

