

Objectives for this Class

In this class, you will:

- Learn what an Elevator Pitch is and why they need one
- Develop an elevator pitch
- Evaluate other students' elevator pitches
- Write, revise, and perfect an elevator pitch
- Reflect upon experience

Assignment

There are two assignments due for this class. You will complete a Reflection of your experience, and you will turn in a written copy of your elevator pitch.

The Elevator Pitch: Your Stairway to Success!



Picture this:

You just finished a job interview. You are walking downtown. It's hot. Your cell phone is at 1%.

As you walk past a beautiful hotel, the doors slide open, spilling cool air from the opulent lobby. It would be awesome to just duck inside for a moment, and maybe recharge your phone. You're dressed nicely, you could probably pull it off long enough to cool down for a few minutes . . . why not?



You walk confidently into the building, trying to look like you belong, and find a comfortable chair with a nearby electrical outlet. You take out your charger, hook it to your phone, and, just as you start to check your messages, Bill Gates walks in and sits on the sofa across from you, mopping his forehead with an expensive monogrammed handkerchief. He smiles.

“A good day to be inside!” he says to you. “Does Atlanta ever cool off?”



For a moment, your tongue is stuck to the roof of your mouth. You finally gain composure long enough to answer, “It cools down for a day, then we plunge right into winter,” you answer. “It goes like this: 6 months and 29 days of Summer, one day of Fall, 4 months and 29 days of Winter, and one day of Spring.”

“Hey, you are funny,” he says to you. “Tell me about yourself. Who are you, and what do you do for a living?”

You will never have this opportunity again. What do you say? . . .

Introducing . . .



You never know when destiny will shine on you, so you had better be prepared! Today, we will be learning how to do an Elevator Pitch. What are we pitching? Ourselves, of course!!



So, remember:

1. Introduce yourself
2. Tell where you go to school/work.
3. Give some context.
4. Connect them to you.
5. ASK for what you want.
6. Close-out.

The Personal Card

It also REALLY HELPS to have a PERSONAL CARD. A Personal Card is like a business card, but it is for people who are not currently employed in a career position. Here are some examples:



The Personal Card usually contains the following information:

- Your Name
- eMail Address
- Social Media Account (Make sure it's professional!)
- Cell Phone number

You can order personal cards from printers, online, or [you can make them on your computer and print them onto business-card paper](#). No matter what you use, it is important to carry them wherever you go. A Personal Card will make you look polished and professional, even before you get your first career position.

Activity

In order to get good at giving an Elevator Pitch, you will be doing an elevator pitch for three different classmates.

Round 1: The first pitch will be  “cold”--without any preparation.



RATE YOUR PARTNER

Round 2: You have  minutes to  write notes before giving pitch to the next person.



RATE YOUR PARTNER

Round 3: You have  minutes to  perfect your pitch for last person.



RATE YOUR PARTNER

Assignment

You have a two-part assignment for this class: Write a perfect copy of your Elevator Pitch:

Part 1: PERFECT PITCH

Write a perfect elevator pitch to submit to iCollege. It should be about you and your career plans as they stand today. Make sure you

- *introduce yourself,*
- *tell what you do,*
- *give context,*
- *Ask for something,*
- *and close.*

Pay close attention to formatting, spelling, grammar, and punctuation. This should be at least half-a-page long.

Part 2: REFLECTION



Reflect upon how you have handled introductions in the past. Did you provide the kind of information that you learned to provide today? If you were to introduce yourself to someone who may have an effect on your future, would you approach it differently now? What would you change?

Make sure you give some idea of how you did things in the past, what you may have learned in this lesson, and how you will handle introductions in the future. This should be one page long.