

Individual Assignment: Elevator Talk Video

In this assignment, you will create an elevator talk (or “pitch”) that responds to the following situation:

You are in an elevator on campus, and the Chief Executive Officer (CEO) of a company for which you would love to work walks in. That person asks you: “What do you do?”

Create a 30- to 60-second elevator pitch of your response to this question.

Note: You are to answer this authentically. In other words: do not fabricate information.

Elevator talks are addressed in detail in the Week 8 lecture.

This assignment has two parts:

1. “Draft” Elevator Talk Peer Review (In Class): Thursday, March 16

Each student will create a “draft” Elevator Talk that will be practised **during the class session** for peer review. Each student will peer review three (3) other students’ Elevator Talks. Specific peer review instructions will be provided.

There are no grades assigned directly to this task, *but if you do not attend class on this date prepared with a draft Elevator Talk, you will not be able to receive grades for the Elevator Talk.*

2. Final Elevator Talk Video Submission (6% of final grade): Wednesday, March 22

Complete the primary portion of the assignment by doing the following:

1. Consider the feedback from your peers regarding your Elevator Talk.
 2. Make appropriate adjustments to your Elevator Talk.
 3. Make a video recording of yourself delivering your revised Elevator Talk.
Please film your video in landscape (wide) orientation.
 4. Upload your video to **YuJa** (instructions below) or another suitable web-accessible online video-hosting platform, like Microsoft Stream or YouTube.
 5. Copy and paste your YuJa URL (or your other online video URL) for your revised Elevator Talk into the assignment submission window in Brightspace.
- **Important Notes:** In YuJa, share a Direct Link to your video [as described here](#). Do not simply copy and paste the URL in the address bar of the webpage, as this will not direct your audience to your video.

If you submit the wrong URL, your assignment cannot be graded.

YuJa Instructions:

1. Navigate to <https://www.uwindsor.ca/openlearning/570/yuja-enterprise-video-platform> and select “Resources for Students.”
2. Log in to YuJa by following the directions on this webpage.
3. Upload a video by following the “Uploading a Video” instructions on this webpage.
4. Read the “Sharing your Videos” section to learn how to generate a shareable Direct Link.

Note: You do not have to create/record your video using YuJa. This is simply a tool that allows you to upload a video to a secure online platform and share it with an audience.