Universidad Corporativa Coppel | **Programas Académicos**

Ingeniería en Desarrollo de Software

Activity |3| Presenting Elevator Pitch.

Businnes English 1.

Software Development
Engineering.

academiaglobal

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Introduction

An Elevator Pitch is a speech or presentation that aims to be impressive, agile, and fast since it must last between 45 seconds and one minute, no more and no less. One of the main characteristics of the Elevator Pitch is that it wants to be clear, concise, and brief.

An effective Elevator Pitch explains how your new business is going to make a difference, but it is not enough to describe it, you have to tell it with direct and realistic messages. Above all, highlight your experience and strengths.

When writing it, the ideal is to use short sentences, with simple structures, agile verbal tenses, and persuasive words.

In the world of effective communication, pronunciation plays a crucial role. With global business expansions and the growing importance of online communication, having clear and accurate English pronunciation has become a determining factor for personal and professional success.

Therefore, not only is it necessary to have a perfect elevator pitch design, but also to have a very good pronunciation of the English language so that the elevator pitch has the desired effect and the ideas can be communicated in the most accurate way possible so that it can achieve success.

Description

Context:

In the business world, you must be able to communicate quickly and precisely. An elevator pitch is a brief way to introduce yourself, getting across a key point or two, and making a connection with someone.

Activity:

Now that you´ve developed an elevator pitch, it´s time to present it to investors and customers. Using a telephone, record yourself presenting the innovative idea others. The audio or video should be no longer than a minute and a half. Check the quality of the audio before uploading it a Google Drive folder.

In this exercise, we will apply what we saw about Elevator Pitch in the previous works, only this time we will do it in an audio where we will explain our speech in English. As we already mentioned, we will use the lift pitch made in exercise 2 and upload the audio to a shared folder on Google Drive and in my case also to GitHub.

Justification

In the third and last activity, we will use the Elevator Pitch in activity 2 and we will have to make an audio. In my case, it is about acquiring licenses for the Google Doc suite to carry out work, monitoring, and projects with all the staff in the area and other departments. During the pandemic, 3 licenses for our department helped us carry out projects in different areas. The elevator pitch is about applying for 13 more licenses so that the entire department has that option and can have all the benefits to be more productive in addition to the other benefits that come with them.

I hope that the exercise meets what was requested, it was very entertaining to do and stressful at times since it needed a lot of practice for the pronunciation. The exercise was very interesting since I need to continue practicing not only writing it and being able to read it but also being able to express myself in that language verbally, so that they understand me and that I understand what they are telling me.

This work was uploaded to the following GitHub link

https://github.com/CarlosNico/Business-English-I

Development

The work was carried out and uploaded to the following links:

https://drive.google.com/drive/folders/1i3oZJ9QpdujLb4XO4tugzn3pVjQrrJgP?usp=drive_link

https://github.com/CarlosNico/Business-English-I

Conclusion

In today's labor market, understanding English and being able to communicate effectively has become an essential requirement for companies and people due to the globalized market that exists, to buy supplies abroad, and receive support in my case from Microsoft.

My use of English (to write it and understand it in writing) is basic (I would like to think a little more) and to communicate verbally and understand it I do not have much level at that point, This subject helped me pronounce the words I used in my elevator pitch more correctly (I don't think it's perfect).

The exercise took me hours of practice just for this exercise and continuing to develop it is a pending task that I have to keep moving forward since in my work environment it is very useful and necessary many times this is a stopper since when reporting cases to Microsoft not all The technicians speak Spanish or understand it very well.

This work was uploaded to the following GitHub link

https://github.com/CarlosNico/Business-English-I

References

BusinessEnglish2Go. (2021, September 21). *La Importancia del Inglés en el Mundo Laboral*. BusinessEnglish2Go; English2Go. https://www.businessenglish2go.com/impulso-y-crecimiento-empresarial/importancia-del-ingles/

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