

Activity 1 - Business English I

Tutor: Fátima Fernández

Student: José Luis Rodríguez Blancas

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Introduction

In the dynamic and competitive world of business, the ability to communicate ideas quickly and effectively is critical. One of the most valuable tools to achieve this is the elevator pitch, a short presentation designed to capture the attention of an interlocutor in a short period of time, usually during the duration of an elevator ride. This technique, widely used in the business English environment, allows professionals to convey the key points of their proposal, product or idea in a span of 30 seconds to 2 minutes, which can be decisive in establishing valuable connections and opening doors to new opportunities.

In this activity, we will explore in detail the elements that make up an effective elevator pitch, analyzing its structure and how each component contributes to persuasive and memorable communication. Likewise, the importance of this tool in the business context will be highlighted, where the ability to clearly and concisely express a proposal can be the difference between success and failure. In the end, we will understand how a well-designed elevator pitch not only facilitates the presentation of ideas, but also reinforces the professional image and generates a lasting impact on the interlocutor.

Description

The context presented underscores the importance of effective communication in the business environment, where speed and accuracy are essential to stand out in a highly competitive environment. In this framework, the elevator pitch becomes a key tool, as it allows professionals to concisely present their ideas, products or services in a very limited time, similar to what they would have during a brief meeting in an elevator.

The requested activity requires researching and writing about the components of an elevator pitch, its structure, and its relevance to business English. This involves understanding not only what elements need to be included to capture the listener's attention, but also how to structure them to maximize their impact in a short period of time. The activity also seeks to reflect on the importance of this tool, which not only facilitates effective communication, but can also be decisive in the creation of contact networks and in the opening of new business opportunities.

Arguing about the importance of the elevator pitch implies recognizing that, in a world where time is a limited resource, the ability to synthesize information and communicate it effectively can make all the difference in building strong and successful professional relationships.

Justification

The use of an elevator pitch in the activity presented is essential due to its ability to synthesize information in a clear, concise and effective way, which is crucial in today's business environment. In a world where attention is limited and communication opportunities can be fleeting, the ability to present an idea quickly and convincingly is an invaluable competitive advantage.

This solution encourages the development of essential communication skills, such as the ability to identify and highlight the most relevant aspects of a proposal, product or service. Additionally, when structuring an elevator pitch, participants should be able to think critically about what makes their message persuasive and memorable, which in turn improves their ability to influence others.

Implementing this technique not only prepares individuals for real business situations, such as investor meetings, interviews, or networking events, but also strengthens their confidence when speaking in public. This practice is especially relevant in the context of business English, where clarity and accuracy in communication are critical to making successful connections and advancing in the professional field. For these reasons, the elevator pitch is an ideal solution for the activity presented.

Development

Untitled document

An elevator pitch is a brief and persuasive presentation that summarizes an idea, product, or proposal, designed to capture a listener's attention in a limited time, usually 30 seconds to 2 minutes. This concept, whose name derives from the idea of being able to present a proposal during a short elevator ride, is widely used in the field of business, where the ability to communicate effectively in a short time is crucial.]

The screenshot shows a Grammarly review suggestion for the phrase "the field of" in the sentence "...widely used in the field of business,...". The suggestion is categorized under "Clarity" and offers the option to "Remove the phrase". The interface includes a "Premium" banner, a "Review suggestion" header, and a table with four categories: Correctness, Clarity, Engagement, and Delivery. The "Clarity" category is highlighted. Below the suggestion, there are "Accept" and "Dismiss" buttons.

Correctness	Clarity	Engagement	Delivery
	Clarity - Remove the phrase		

Premium - 2 free samples left today


...widely used in the field of business,...

Accept Dismiss ...

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The elements that make up an elevator pitch include an engaging introduction, a clear statement of the problem or need, a proposed solution, and a call to action or an invitation to continue the conversation. The introduction should grab the listener's attention immediately, while the problem statement establishes the proposal's relevance. The solution outlines how the problem will be addressed, highlighting the benefits and added value, and finally, the closing should motivate the listener to take action, whether by requesting more information, scheduling a meeting, or simply showing interest in the topic.

The structure of an elevator pitch is generally linear, starting with the identification of the problem, followed by the presentation of the solution, and concluding with the call to action. This structure is effective because it guides the listener through a logical process of understanding and persuasion.




Nice work! Have a cookie.
There are no more suggestions.

98 Overall score

Goals

Generative AI

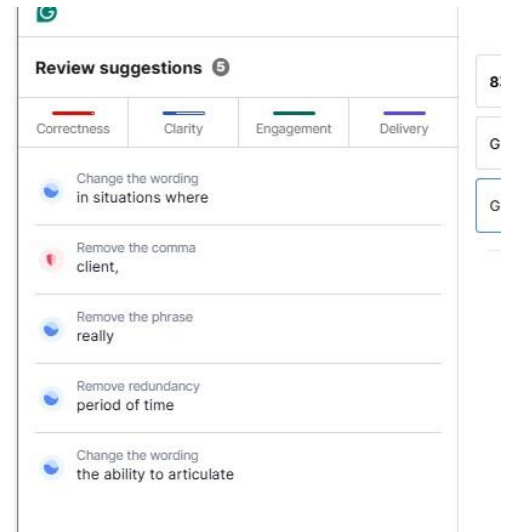
 Get Ex Writing

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Untitled document

In the business world, the importance of an elevator pitch lies in its ability to maximize opportunities in situations where time is limited. A well-executed elevator pitch can be the difference between capturing the attention of a potential investor or client, or missing out on a valuable opportunity. In addition, this tool allows professionals to sharpen their communication skills, focusing on what really matters and developing the ability to influence positively in a short period of time. In an increasingly competitive business environment, the ability to articulate a clear and compelling proposition in minutes is an essential skill for success.]



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Practice

An elevator pitch is a brief and persuasive presentation that summarizes an idea, product, or proposal, designed to capture a listener's attention in a limited time, usually 30 seconds to 2 minutes. This concept, whose name derives from the idea of being able to present a proposal during a short elevator ride, is widely used in the field of business, where the ability to communicate effectively in a short time is crucial.


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Conclusion

The activity of researching and writing about the elevator pitch underscores the importance of developing clear and concise communication skills, both in the workplace and in everyday life. In a work environment,



the ability to present ideas effectively and in a short amount of time can make the difference between taking advantage of an opportunity or passing it up. A well-crafted elevator pitch not only helps to capture the attention of an interlocutor, but also demonstrates professionalism, confidence and preparation, essential qualities in any field of work.

Beyond the business environment, the skills gained from creating an elevator pitch are equally valuable in everyday life. Whether it's in networking situations, job interviews, or even socializing, the ability to communicate persuasively and efficiently is crucial to building relationships and advancing personal and professional goals. This activity fosters critical thinking and the ability to prioritize information, skills that are transferable to a wide variety of contexts. In short, the exercise of developing an elevator pitch not only enriches work skills, but also improves the ability to interact effectively on a day-to-day basis.

