

Activity | 1 | What is an Elevator Pitch?

Business English I

Software Development Engineering



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Introduction:

Elevator Pitch is a strategic tool in Global Business Communication, in a Globalized economic environment, characterized by immediacy and high competitiveness, mastering English for business has become an essential skill for professionals, this domain not only involves knowledge of the language, but also the ability to communicate effectively and strategically in professional contexts, among the many communication tools used in In this essay we will reveal the importance of the “**Elevator Pitch**” in the current business context, in the contemporary business environment, marked by immediacy, competitiveness and globalization, the ability to communicate ideas clearly, concisely and persuasively has become a key competence, one of the most effective tools to achieve this is the elevator pitch: a short speech, between 30 and 60 seconds, designed to present an idea, project or proposal in an impactful way.

The term elevator pitch refers to the short time that an elevator ride lasts, a metaphor that illustrates the need to capture the attention of a key person such as an investor, recruiter or manager in a very limited space, its main objective is to generate immediate interest by highlighting the value proposition directly and convincingly.

Mastering this technique not only demonstrates strategic communication skills but also an effective use of English in professional contexts. In the competitive field of international business, English has established itself as the lingua franca; therefore, developing an elevator pitch in this language allows you to interact with a global audience, open doors in international markets, and position yourself more competitively for job opportunities or entrepreneurship.

The elevator pitch in English is especially valuable in interviews, trade fairs, virtual meetings, networking events, and corporate presentations. The ability to express oneself with confidence, precision, and naturalness in these situations reflects a professional command of the

language and significantly increases the chances of generating effective connections.

This paper will focus on analyzing the fundamental elements of the elevator pitch, its structure, and its relevance within business English. It will also reflect on its practical application in everyday work life and how digital tools such as Grammarly or DeepL can contribute to improving its clarity, correctness, and communicative effectiveness.

Description:

This document focuses on the concept of the elevator pitch, a strategic communications technique that consists of presenting an idea, product, service or project in a brief, clear and compelling manner, usually in a period of 30 to 60 seconds - the term comes from the elevator metaphor, which symbolizes the short time available to capture the attention of a key person, such as an investor, employer, or manager. This tool is direct, structured, concise, and designed to generate immediate interest.

Its main characteristics include:

- Brevity: It must fit into a limited amount of time without losing impact.
- Clarity: the message must be easy to understand.
- Value proposition: Focuses on what makes the idea unique or relevant.
- Call to action: Invites the listener to continue the conversation or make contact.
- Adaptability: It can be adapted to the context and the speaker.

In this context, Business English plays an essential role, it is not only about speaking the language, but also about mastering its use in specific professional situations such as interviews, negotiations, presentations, emails, and executive speeches, therefore the Elevator Pitch in English becomes a valuable tool in a globalized environment where language is the main means of communication between cultures and markets. The combination of the Elevator Pitch with Business English allows the development of fundamental skills such as verbal fluency, confidence in speaking, precision in technical vocabulary, and persuasiveness in international contexts; this synergy strengthens the professional profile, facilitates access to global opportunities and enhances the ability to influence and impact in real business scenarios.

Justification:

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Development:

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: Research and write about the main elements of an elevator pitch, its structure, and its importance in the Business English environment. Note: Must be at least 200 words.

Essay:

Elevator Pitch is a strategic tool in **Global Business Communication, in a Globalized** economic environment, characterized by immediacy and high competitiveness, mastering English for business has become an essential skill for professionals, this domain not only involves knowledge of the language, but also the ability to communicate effectively and strategically in professional contexts, among the many communication tools used in this area, highlights the elevator pitch, a technical technique to present key ideas concisely and persuasively, the elevator pitch is a short speech, between 30 and 60 seconds, which aims to capture the attention of the speaker and generate interest in an idea, product, service or project, its name comes from the metaphor of an elevator ride: the limited time forces to be clear, direct and convincing, this tool is exceptionally helpful in situations such as networking events, job interviews or meetings with potential investors, where time and first impressions are crucial, for an elevator pitch to be effective, it must be composed of four essential elements: an introduction that indicates who you are; The exposition of the problem or need you have identified; the presentation of a concrete solution or proposal; and finally, a call to action that invites to continue the conversation, this structure not only allows to organize the ideas logically, but also helps to establish an immediate connection with the listener.

The usual sequence of an elevator pitch begins with an initial hook designed to capture attention, which is followed by the value proposition, which highlights what is being offered and why it is relevant.

The pitch concludes with a strategic close, which may be an invitation to a meeting, a future collaboration, or the exchange of contact information.

The importance of the elevator pitch in English for business lies in its ability to show key competencies such as verbal fluency, clarity of ideas and confidence in professional contexts, this technique also allows to highlight soft skills such as empathy, synthesis capacity and results orientation, compared to the project pitch, which is usually more extensive and visual, the elevator pitch seeks to impact quickly without the need for graphic support, being ideal for dynamic environments and spontaneous conversations, the main actors involved in the creation or reception of an elevator pitch are entrepreneurs, recruiters, investors, managers, and potential clients, all of whom expect a clear, professional, and convincing presentation that justifies a possible investment of time, attention, or resources.

In conclusion, the elevator pitch is much more than a presentation technique; it is a strategic tool that reflects the mastery of professional English, effective communication skills, and agile business thinking, in a world where, opportunities can arise at any time and place, knowing how to present an idea clearly and briefly can make the difference between going unnoticed and opening the door to new professional possibilities.

Figure 1

Step 1: A new document is created in a free Grammarly account:

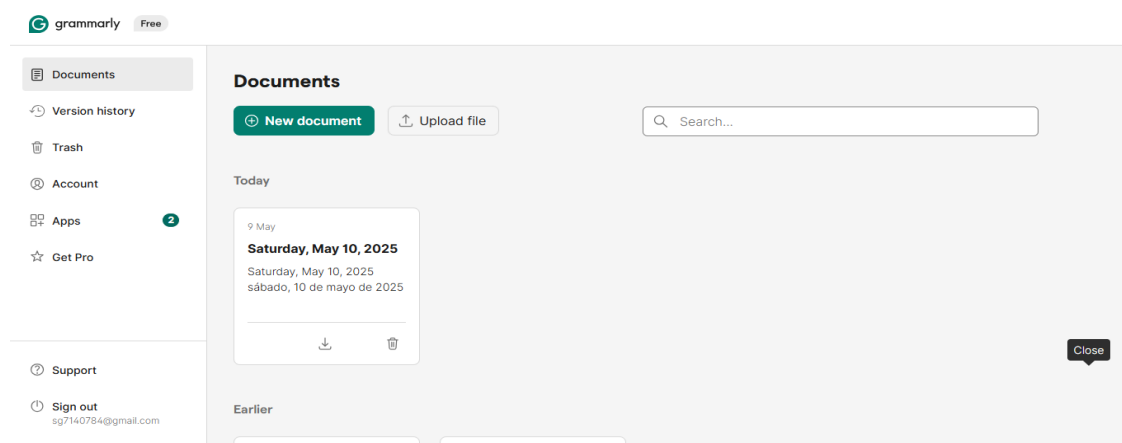
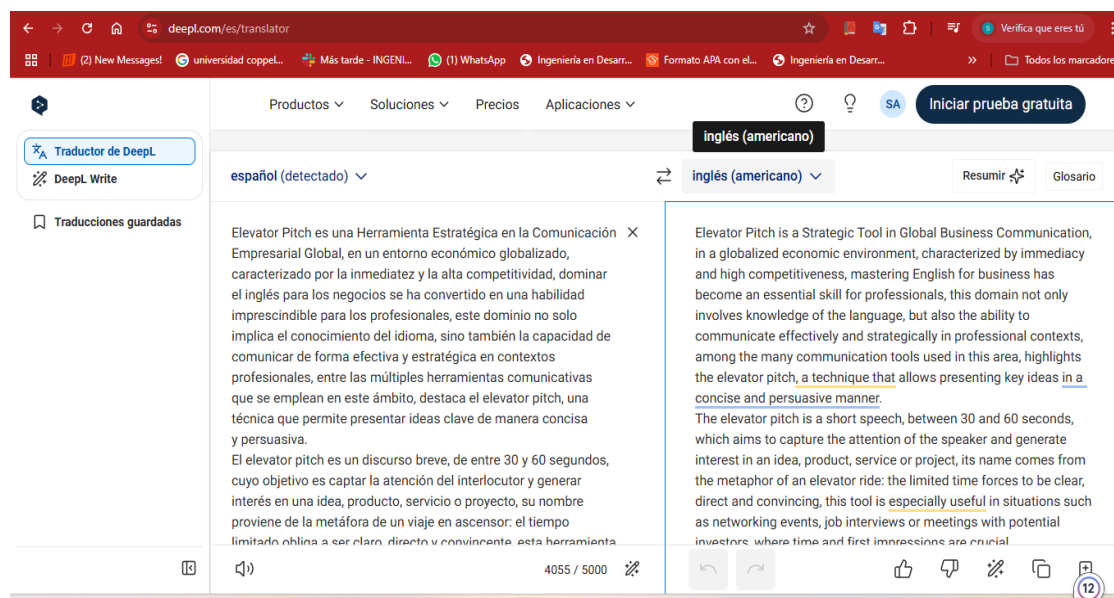


Figure 2

Step 2: Writing the Elevator Pitch at DeepL:



Note: The image shows a comparison between a Spanish text and its English translation made at DeepL; The central theme is the importance of the “Elevator Pitch” as a strategic tool in global business communication.

Figure 3

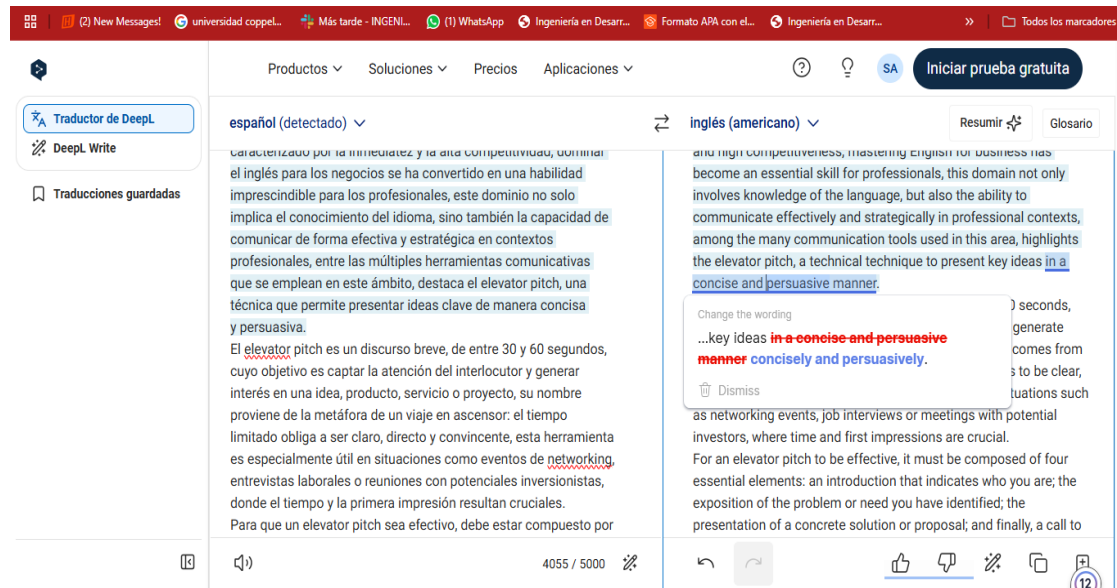
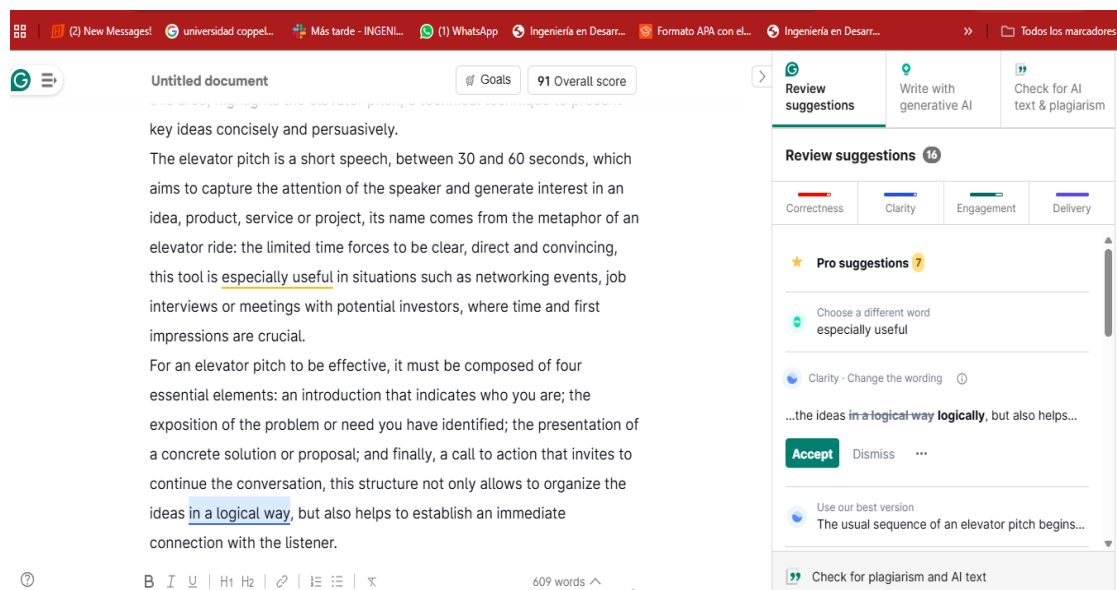
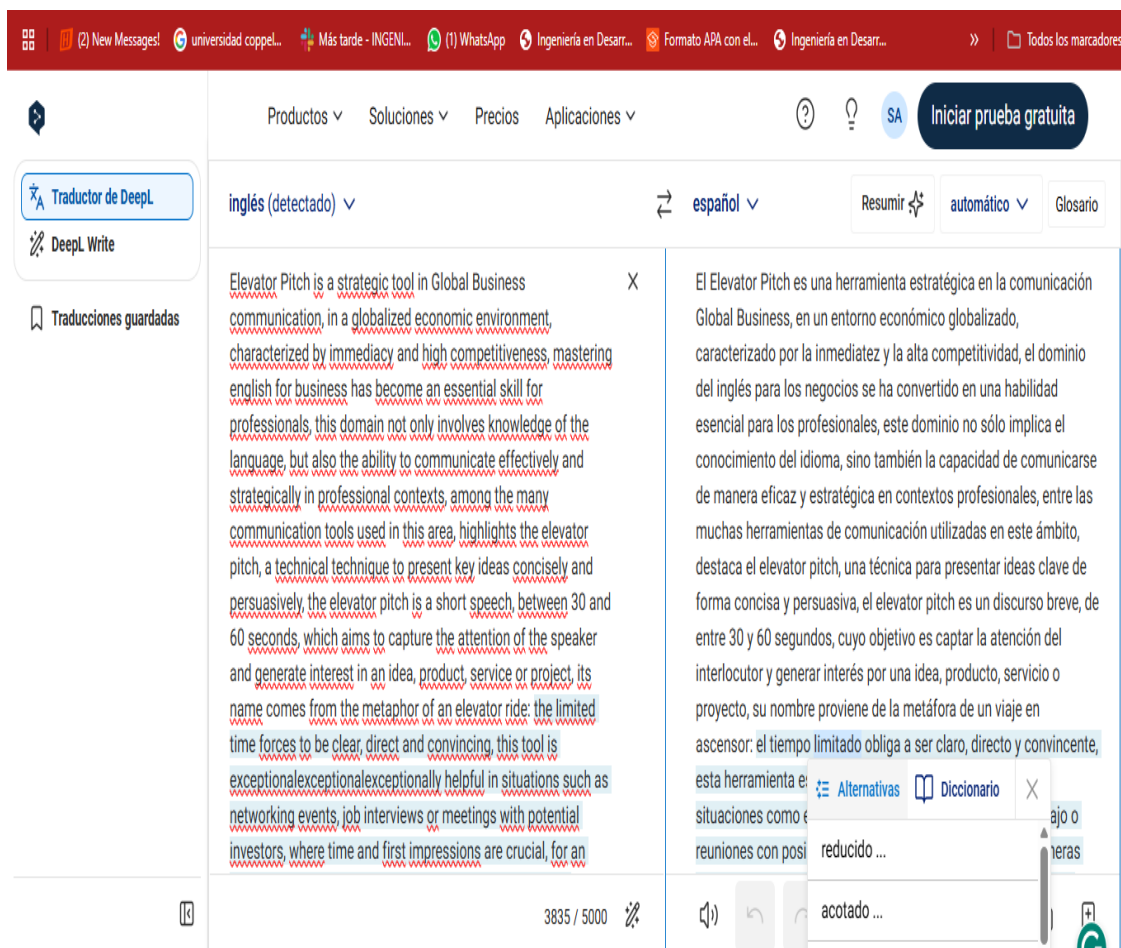
Step 3: Error correction at DeepL:

Figure 4

Step 4: Review and analysis of the text written in English on the Grammarly platform:

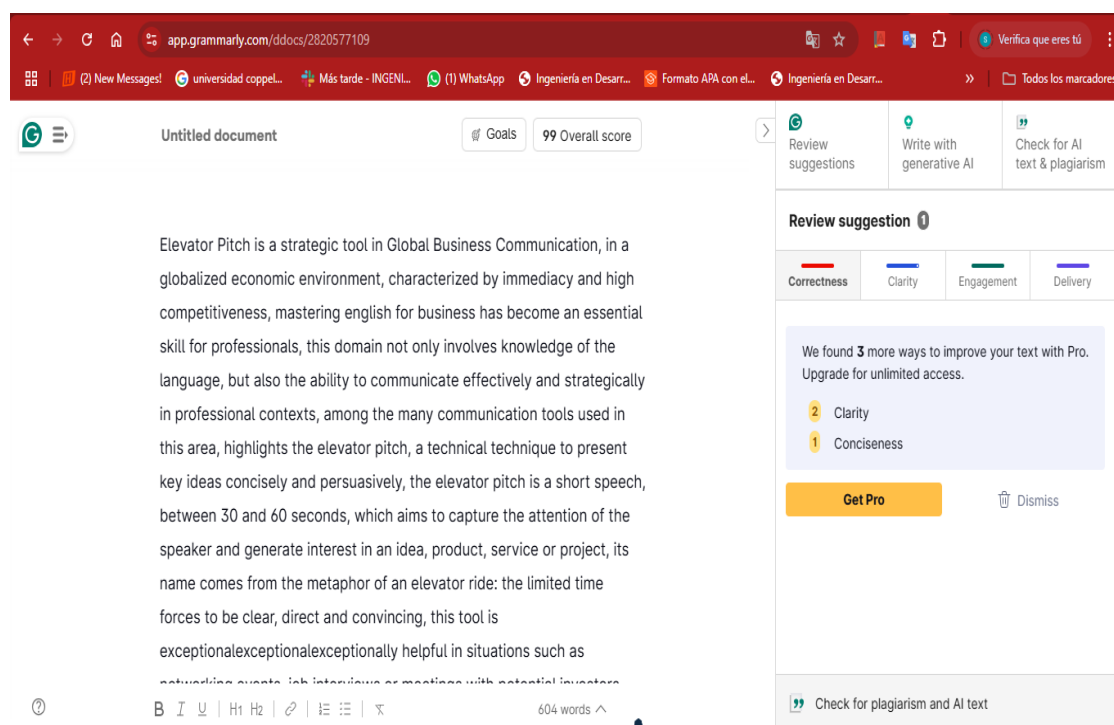
Note: The image shows an English proofreading from the Grammarly platform analyzing an elevator pitch in the context of professional communication.

Figure 5

Step 5: Review and analysis of the text written in English on DeepL:

Note: DeepL no longer detects errors in texts written in English and no longer offers suggestions.

Figure 6

Step 6: Elevator Pitch Analysis with Grammarly: Clarity and Linguistic Correctness:

Note: The image shows the Grammarly interface reviewing a text in English on the elevator pitch as a strategic tool in global business communication. The analysis highlights suggestions related to clarity and conciseness, indicating opportunities for improvement in the writing. It is also noted that the text presents a high score (99), reflecting good overall quality. The reviewed excerpt emphasizes the brevity, effectiveness, and structure of the elevator pitch in competitive professional contexts.

Figure 7

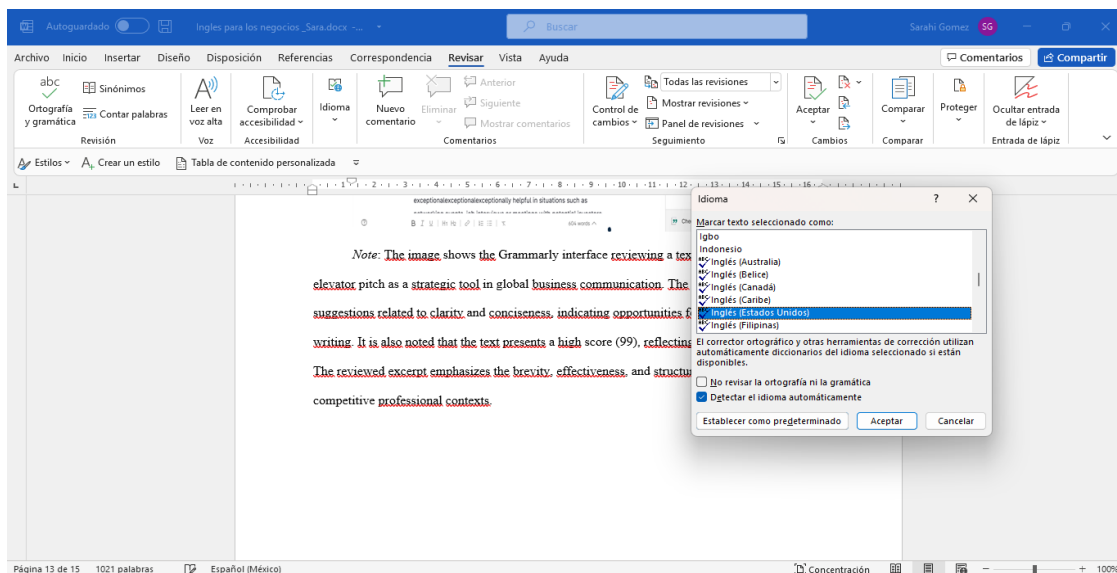
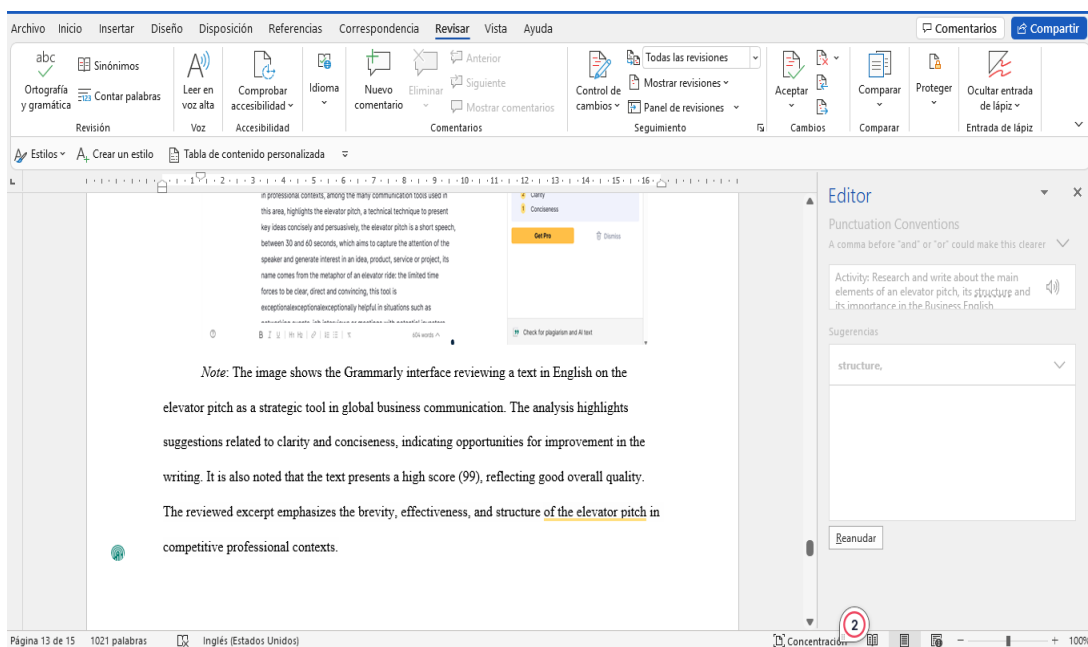
Step 7: Setting English as the proofreading language in Word:

Figure 8

Step 8: Verification of the English language setting as proofreading language in Word

Conclusions:

Learning to develop an elevator pitch not only brings advantages in the professional environment, but also has a positive impact on social and personal life, this tool allows you to communicate ideas, quickly and persuasively, which is essential in job interviews, presentations, meetings, negotiations, or networking events, also, in social contexts, improves the way of expressing yourself with confidence and coherence, facilitating a more effective and assertive communication.

In addition, the process of constructing an elevator pitch strengthens a series of key skills, such as the synthesis of information, clarity of thought, organization of ideas, oral expression, empathy, persuasiveness, and confidence when speaking in public. When done in English, it also develops intercultural communication skills, as well as the mastery of technical and professional vocabulary in a second language.

Together, these competencies make the elevator pitch much more than a presentation technique: it is a strategic tool that boosts professional growth, improves social interaction, and contributes to building a solid and convincing personal image in any context.

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