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|  | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Deadline:** | COMM 3590  Professional & Business Communication  Elevator Pitch  Video (Google Folder)  **70pts**  16 November 2021 |

**INSTRUCTIONS**

An elevator pitch is a clear, brief message or “commercial” about you. It communicates who you are, what you are looking for and how you can benefit a company or organization. The idea behind an elevator pitch is that you are prepared to share this information with anyone, at any time, even in an elevator.

In a career fair, you have the opportunity to meet the managing director of a company in the industry similar to the job vacancy you applied in AS6. Prepare a **35-50 second** Elevator Pitch which highlights your skills and training to this potential employer.

**Requirements:**

* Standing: **HALF** body shot (above waist, able to see your hand gestures)
* Attire: Formal
* Name the video as: **AS10- YOUR FULL NAME**

**Submission:**

1. Upload the video to

<https://drive.google.com/drive/folders/1W_w6cHFsMaN5j6d6FKz0KQCNPteB6whD?usp=sharing>

1. Submit the Rubric on Blackboard

**SafeAssign:**

SafeAssign is a leading plagiarism-checking tool. You are required to use the SafeAssign tool in Bb to submit all written assignments. Keep your Similarity Report **<20%**. When you submit an assignment, SafeAssign will generate a report for you: use the SafeAssign report to avoid potential plagiarism. You can submit and resubmit your assignments in SafeAssign **3 times** until the deadline. Plagiarism, intentional or unintentional, earns an F on the assignment. You cannot redo a plagiarized assignment.

**Late Submission:**

Late assignments will be penalized 10% for each day they’re late until they’re no longer accepted.

**A SAMPLE ELEVATOR PITCH OUTLINE**

These 10 questions will help you develop a concise but comprehensive account of your training and skills. Use each question to write one short, powerful/persuasive sentence.

ABOUT YOU

1. Open with a statement or question that grabs attention: a hook that prompts your listener to ask questions

2. Tell who you are: describe you and your skills

3. Tell what you have done and show enthusiasm

WHAT DO YOU OFFER?

4. Tell what problems you have solved or contributions you have made.

5. Offer a vivid example.

6. Tell your listener why you are interested in the industry or job vacancy.

WHAT ARE THE BENEFITS OF HIRING YOU?

7. What specialized technical skill or characteristic do you offer?

8. Give a concrete example or tell a short story about how you work. What are the advantages of working with you?

HOW ARE YOU DIFFERENT?

9. What personality traits do you possess which distinguish you from all other candidates?

CALL FOR ACTION

10. Tell your listener exactly what you want to do afterwards. Do you want to be selected for an interview, a referral, a follow up meeting after your elevator pitch?

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**Rubric:**

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| --- | --- | --- | --- | --- |
|  | **Novice** | **Competent** | **Proficient** |  |
| **Content** | 9-13 | 14-16 | 17-20 |  |
| 10 step guide not followed. Persuasive language not used to engage and excite listener. | 10 step guide followed to some extent. Persuasive language used sometimes to engage and excite listener. | 10 step guide carefully followed. Persuasive language used to engage and excite listener. |
| **Body Language** | 9-13 | 14-16 | 17-20 |  |
| Face, voice and body do not appear confident and enthusiastic. Delivery is not fluent and appears rushed. | Face, voice and body sometimes appear confident and enthusiastic. Delivery is sometimes fluent and rushed. | Face, voice and body combine to appear confident and enthusiastic. Delivery is fluent and not rushed. |
| **Appearance** | 6-9 | 10-12 | 13-15 |  |
| Attire is not appropriate  Poor grooming (jewelry, hair) | Attire is not entirely appropriate.  Well-groomed | Attire is appropriate  Very well-groomed & business-like appearance |
| **Production** | 6-9 | 10-12 | 13-15 |  |
| Lighting and background are not appropriate. Sound quality is poor and does not synch with video. Camera is not steady. Time limit not adhered to. | Lighting and background are somewhat appropriate. Sound quality is inconsistent and does not always synch with video. Camera is somewhat steady. Time limit adhered to. | Lighting and background are appropriate. Sound quality is excellent and synchs with video. Camera is steady. You have adhered to the time-limit. |  |