

# Lesson 15: The Elevator Pitch (Part 1)

## Structuring Ideas for Professional Communication

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### I. Icebreaker: Tongue Twister Challenge (5 minutes)

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**Instructions:** "Let's warm up our mouths and ears with a fun tongue twister to start. This one is about planning, which is what we will do today for our elevator pitches!"

*"Precise plans prevent poor presentation preparation."*

### II. Review Game: The "Information Please" Game (15 minutes)

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**Instructions:** "Today, we'll warm up with a round of the 'Information Please' game to review our phrases for giving and receiving information."

**How it works:** Distribute the cards. Students mingle, using phrases like *"I need to know..."* or *"Just to confirm..."* to find their matching question/answer partner.

### III. Choral Reading: Structuring a Professional Pitch (10

minutes)

**Introduction:** "For the next two lessons, we are returning to the [Elevator Pitch](#). This time, we will focus on [structure](#)—how to organize your ideas so your message is clear and professional in a short amount of time. Every strong pitch has four key parts. Listen carefully and repeat after me."

#### The Four Parts of a Strong Pitch:

##### 1. Introduction (The Hook):

- State your name, role, and department clearly.
- *My name is [Name], and I am the [Job Title] in the [Department].*
- *I work on the [Team/Project Name], and my focus is [Area of focus].*

##### 2. Credibility (The Skill):

- Briefly state your biggest skill or achievement.
- *I have strong experience in [Skill, e.g., quality control].*
- *My biggest achievement was [Success, e.g., reducing waste by 15%].*

##### 3. Problem/Goal (The Why):

- State what you are working on or what you want to achieve.
- *I am currently focused on improving [Process] in our department.*
- *My current challenge is [Problem, e.g., streamlining the report process].*

##### 4. Call to Action (The Request):

- End with a clear next step or request.
- *I'd welcome your thoughts on [Topic].*
- *Could we schedule a quick chat to discuss [Idea]?*

## IV. Game: Team Telephone (15 minutes)

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**Instructions:** "Now for a fun, active game! This is called *Team Telephone*. It will challenge your listening and speaking clarity."

### How it works:

- Divide the class into small teams.
- Each team lines up facing away from the front of the room.
- The teacher shows the last person in each line a complex sentence (the message).
- The last person whispers the message to the person in front of them, and this continues down the line.
- The **first person** in line runs to the board (or shouts it out) and writes/says the message.
- The fastest team with the most accurate message wins!

### Message Examples (Focus on clear, precise language):

- The plant manager needs a new report quickly.
- The blue box must be shipped before 3 PM today.
- Please check the final budget and sign the document.

## V. Group Activity: Outline Your Pitch (20 minutes)

**Instructions:** "Using the four-part structure we learned today, your task is to outline the content for your most professional elevator pitch yet. This is *not* the speaking task—it's the planning task."

### Pitch Outline Worksheet (Simplified)

#### 1. Introduction (The Hook):

State your name and primary role.

*Draft: My name is...*

.....

**My Answer:** .....

#### 2. Credibility (The Skill):

State your biggest skill or achievement.

*Draft: I have strong experience in...*

.....

**My Answer:** .....

#### 3. Problem/Goal (The Why):

State the main thing you are currently focused on achieving.

*Draft: I am currently focused on improving...*

.....

**My Answer:** .....

#### 4. Call to Action (The Request):

State one clear request or next step for the listener.

*Draft: I'd welcome your thoughts on...*

.....

**My Answer:** .....

**Final Task:** Ask each student to share their "Call to Action" with the person next to them, practicing the phrasing one last time before the class ends.