


## Elevator Pitch Final Project

### Purpose

We have spent most of this semester focusing on your professional profile, which in many ways is like a personal brand. And now, it is time to put all the pieces together into an elevator pitch. This is a practical assignment, as you will be able to use the pitch for interviews in the future. An elevator speech is your opportunity to showcase to employers your unique value proposition and how their organization can benefit from you. This assignment fulfills the following objectives:

- Present a unique value proposition or an elevator speech.
- Explain your personal branding message.
- Answer the interview question “Tell me about yourself.”

### Directions

- Read the [Elevator Pitch Self-Paced Student Slides](#) on Isidore in the Alcohol Awareness Post-Work section.
- Complete the [Elevator Pitch Quiz](#)
- Learn about the purpose of an elevator speech and what it should include in this PowerPoint presentation: [Your 30-Second Pitch \(Link to an external site\)](#). 
- This video shows what to do and what not to do when delivering a pitch for yourself during an interview. Watch this video before practicing your pitch: [Developing an Elevator Pitch \(Link to an external site\)](#).

Then, write a speech that can be delivered in **30 to 60 seconds**. You will need to practice delivering your speech to determine how long it takes. Time yourself or have someone else time you. Include the following elements in your speech:

1. **Start with a strong opening.** This will be a solid sentence introducing who you are, which will include your name, job title or primary role, and a **tagline**. Read this blog to learn how to write a tagline: <https://brandyourself.com/blog/brand-yourselfcom/write-welcome-tagline/> (Link to an external site)
2. **Secondly, don't just tell them what you do.** Highlight how well you can do it. **Use the PAR (Problem—Action—Result) formula.**

3. **Lastly, identify the challenges that the company you want to work for faces.** In your elevator pitch, make an offer to solve them.

After you have written your speech, practice it until you are comfortable with it and then make a recording to upload to Isidore.

## Grading Criteria

Review the grading rubric below this assignment to see how it is assessed.

Criteria	Ratings			Pts
<b>Strong Opening</b>	<b>2 pts</b> <ul style="list-style-type: none"> <li>Opening is 1 or 2 sentences and includes your name, job title, and primary role.</li> <li>Your tagline is simple but descriptive of what you do and why you do it.</li> </ul>	<b>1 pts</b> <ul style="list-style-type: none"> <li>Opening is more than 2 sentences and/or is missing information.</li> <li>Your tagline doesn't describe what you do and why you do it.</li> </ul>	<b>0 pts</b> <ul style="list-style-type: none"> <li>Opening is missing from speech.</li> </ul>	2
<b>Research on Job Post</b>	<b>1 pts</b> <ul style="list-style-type: none"> <li>Demonstrate that you did research on a job post and that you are interviewing for a specific position.</li> </ul>	<b>0.5 pts</b> <ul style="list-style-type: none"> <li>Research is missing and the elevator pitch is focused on a general job position.</li> </ul>	<b>0 pts</b> <ul style="list-style-type: none"> <li>Research is missing and there is no reference to a job position.</li> </ul>	1
<b>PAR (Problem-Action-Result)</b>	<b>3 pts</b> <ul style="list-style-type: none"> <li>PAR is based briefly discussing your strengths and problem-solving skills.</li> <li>PAR starts with a clear setting which specifies where this experience happened (past job or career-related experience).</li> <li>P-The problem describes a problem you faced.</li> </ul>	<b>1.5 pts</b> <p>Two of the following points are missing:</p> <ul style="list-style-type: none"> <li>PAR starts with a clear setting which specifies where this experience happened (past job or career-related experience).</li> </ul>	<b>0 pts</b> <ul style="list-style-type: none"> <li>PAR is missing from the speech.</li> </ul>	3

	<ul style="list-style-type: none"> <li>A-The action explains what you did to solve the problem.</li> <li>R-The result presents the results of the problem you solved.</li> </ul>	<ul style="list-style-type: none"> <li>P-The problem describes a problem you faced.</li> <li>A-The action explains what you did to solve the problem.</li> <li>R-The result presents the results of the problem you solved.</li> </ul>		
<b>Closing and Offer</b>	<b>3 pts</b> <ul style="list-style-type: none"> <li>Closing summarizes desire for a specific position demonstrating that research has been conducted on a specific job post.</li> <li>Offer expresses how you bring value to this specific position.</li> <li>Ends with a thank you for interviewer's time.</li> </ul>	<b>1.5 pts</b> Two of the following are missing: <ul style="list-style-type: none"> <li>Closing summarizes desire for a specific position demonstrating that research has been conducted on a specific job post.</li> <li>Offer expresses how you bring value to this specific position</li> <li>Ends with a thank you for interviewer's time.</li> </ul>	<b>0 pts</b> Three or four of the following are missing. <ul style="list-style-type: none"> <li>Closing summarizes desire for a specific position demonstrating that research has been conducted on a specific job post.</li> <li>Offer expresses how you bring value to this specific position</li> <li>Ends with a thank you for interviewer's time.</li> </ul>	3
<b>Timing</b>	<b>1.0 pts</b>	<b>0.5 pts</b>	<b>0 pts</b>	1
	The elevator pitch is no longer than 60 seconds and not less than 30 seconds.	The elevator pitch is between 60 to 65 seconds.	The elevator pitch is less than 30 seconds or is longer than 65 seconds.	

## Pre-submission Checklist

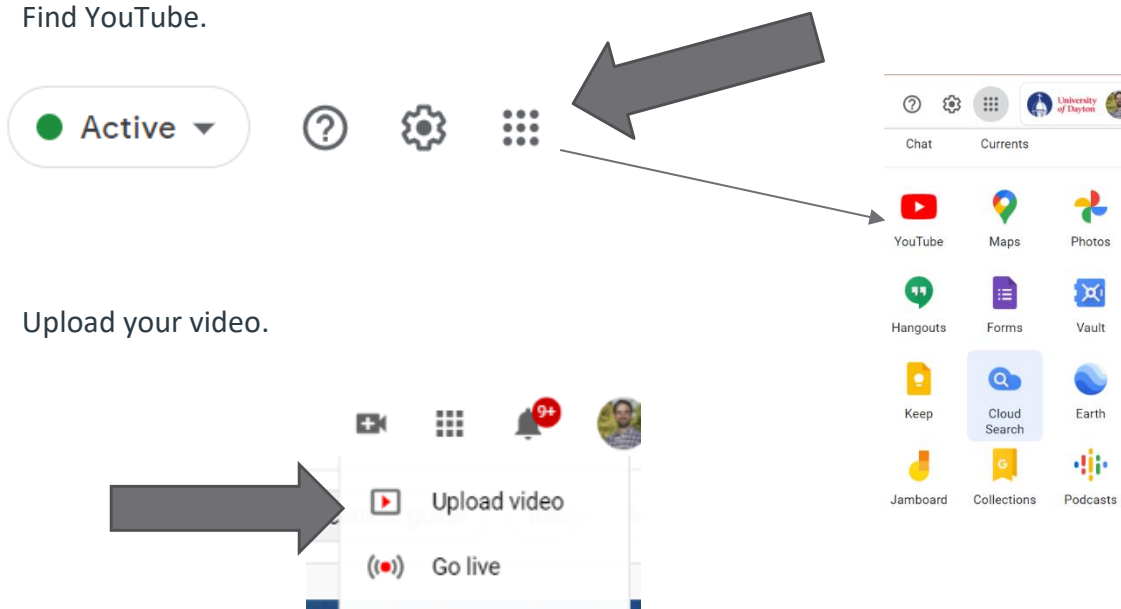
Review the points listed below before you submit your work.

- ☐ My video is between 30 and 60 seconds
- ☐ I understand the principles of an elevator speech
- ☐ I have practiced my speech
- ☐ I am happy with my video
- ☐ I would be comfortable sharing my video with a future employer

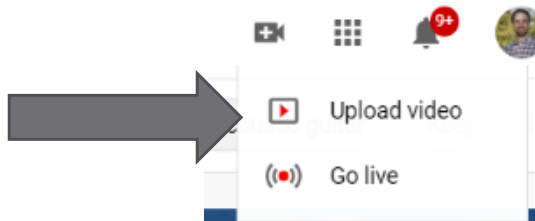
## Submitting your Assignment

After you have recorded your video, you will upload it through your email account to YouTube.

1. Find YouTube.



2. Upload your video.



3. Copy and paste our video link into the Assignments in Isidore.