Designing An Effective Elevator Speech

What is an elevator speech?

An elevator pitch, elevator speech, or elevator statement is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition (the value expected to be delivered and received – it can apply to an entire organisation, as well as products or services.

The name “elevator speech” reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes. The term itself comes from a scenario of an accidental meeting with someone.

It is essential that you think about your target – the person you will be pitching to.

What to say?

Five questions to answer to help you design an effective elevator speech

Who are you?

What do you do?

How are you different?(i.e. What are your skills)

You may add here any relevant information on sports, music, voluntary activities you are or have been involved in)

Why should your audience (listener) care?

What is your call to action?(What do you want your listener to do?. Finally, wrap up your speech.

“Success is not the result of spontaneous combustion. You must first set yourself on fire.” (Fred Shiro)

Time Limit: 1 minute max

Introduction

Initial Greeting

Who are you?

Content/Message

Background, experience, skills, and accomplishments.

Explain and give context

Connection

Close

Ask for the next step (call, interview)

Clear Ending

**Task summary**

The task consists of recording an audio file with an elevator pitch (aka “elevator speech or statement" ), where you try to make a connection with someone in 60 seconds or less. If you prefer, you can record a video.

Send your work by Monday 4th October 20:00.

**How you do this?**

You need to develop an introductory statement about yourself that you could use in a variety of settings (at a networking event, at a university admission interview, sitting next to someone on an airplane, at a job fair,etc…)

You have to write a script with your ideas, addressing the questions in the word document attached as a guide. Please include the script when you send your files.

I´m also including a video link with a brief explanation on how to structure your speech, as well as an example of an elevator pitch by a student.

https://www.youtube.com/watch?v=Lb0Yz\_5ZYzI

<https://www.youtube.com/watch?v=2VinTh6mqMc&feature=youtu.be>