Drawing on Chapter 1 “Intention” and Chapter 2 “Roles” of *Own the Room*, compose a 60-90 second elevator speech. Elevator speeches, as described in the text, are “self-introductions or verbal calling cards, short descriptions of you and your services.” For the purpose of this exercise, think of these “services” as your skills and strengths you can bring to a Seneca student group project. The *intention* of your speech should be to inspire people want to work with you during the group presentations that will take place in the second half of the course. You must also choose a role (from the list provided in Chapter 2) that you wish to fulfill as a team member. Choose any role you prefer (except for Technical Advisor, which is not allowed). It should be clear from your pitch which role you have chosen for yourself, without you ever stating the role outright.

In crafting your speech follow the general principles outlined in Chapter 1, and use Judith’s elevator speech (Chapter 1) as an example on which to model your own speech. Fill your speech with memorable images, but also tastes, tactile feeling, scents, sounds; engage all of the senses, if you can. Remember to air on the side of poetry, as discussed in class. Make effective use of a single story/anecdote (keeping in mind that you only have 90 seconds max.), and use metaphors. You want to be memorable for the right reasons.

Additionally:

* Do not state your name and/or program at the beginning of your pitch.
* Do not directly state your intention or your role.
* Do not use descriptive adjectives or complex nouns. (Instead, use story and metaphor.)
* Tell one short story (adote) that best summarizes what you would be like to work with on a group project and makes it clear which role best suits you.
* Stay in your role throughout the presentation.
* Everything you do and say in these pitches must be in line with your *intention.*
* Professor Matthews will need two copies of your pitch: one with your name and course code and date on it; and a second copy with only the date on it and no name (i.e. anonymous).
* The speech must be type-set (no hand written pitches) using double spacing and 12 point font.
* Electronic copies of revised pitches will not be accepted.
* The draft elevator pitch is worth 10% of your grade for the course. Anyone who does not come to class with a draft of their elevator pitch will receive a grade of zero for the assignment.

Looking forward to the pitches!