Elevator Speech (or Pitch)

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Elevator Speech

- The name was actually coined from the idea that we sometimes meet the **important people in our lives** in elevators.
- The odd situation we encounter in most elevators is that nobody speaks to or looks at anyone else, and yet we have a captive audience for that **short period of time.**
- The idea of an "elevator speech" is to have a prepared presentation that **grabs attention and says a lot in a few words**.
- By telling your core message, you will be **marketing yourself and/or your business**, but in a way that will make them want to know more about you and your business [and **your project**].

Formula for Composing an elevator speech

- Define your audience universe.
- Define your content or subject matter.
- Define your objective.
- Define your desired image or style.
- Define your key message.

Do's for Elevator Speech

- **Do** have something to talk. Be ready.

- **Do** make your Elevator Speech sound effortless, conversational, and natural.

- **Do** make it memorable and sincere.

- **Do** write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.

Don'ts for Elevator Speech

- **Don't** let your speech sound canned.

- **Don't** ramble. Familiarizing yourself as much as possible with your speech will help keep you from getting off track.

- **Don't** get bogged down with industry jargon or acronyms that your listener may not comprehend.

- **Don't** focus just on yourself, an approach that will almost assure a "so what?" reaction.

- **Don't** forget to update your speech as your situation changes

Elevator Speech Practice

- Practice
  - 1. Pick a situation (subject: team project)
    - A. In a job interview, your interviewer [a human resources administrator – non-engineer] asks about your significant project experiences and achievement.
    - B. You apply for a graduate school and you worry about your not-so-stellar GPA, and in the site visit, in a hamburger joint, the prospective sponsoring professor wants to know about your research experience.
  - 2. Team speech writing [take about 30 minutes & submit after the class]: subject is the team project
  - 3. Randomly pick a speaker from each team.
  - 4. Internal practice of the speech [10 minutes]
  - 5. Giving the speech [2 min max] & Record (Video) --- all 5
  - 6. Submission of the written speech (hardcopy or softcopy-email)
  - 7. Submission of the recorded (Video) speech (via email)