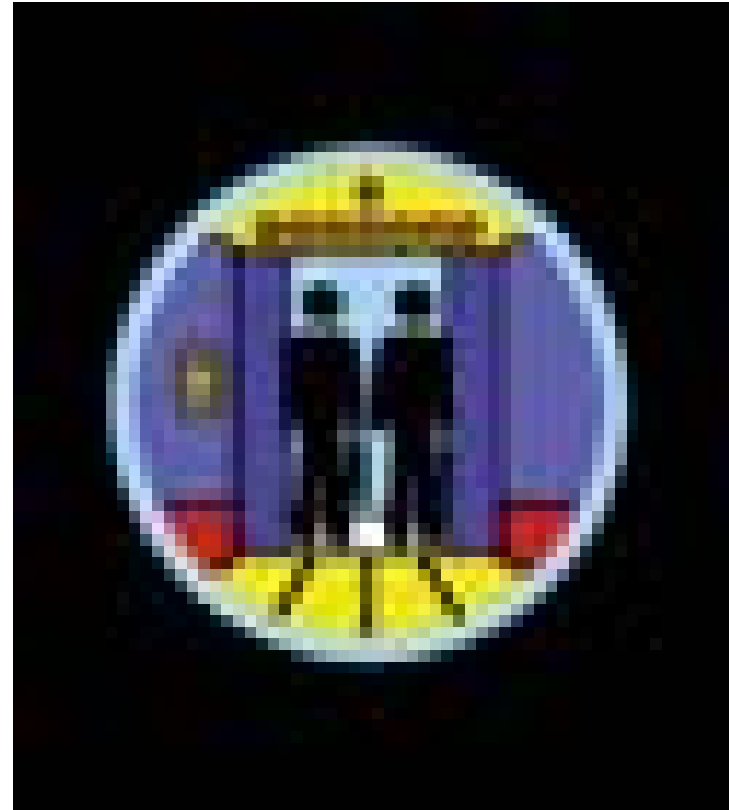


# Elevator Speech (or Pitch)



# Elevator Speech/Pitch

1. It's a pitch. You're selling.



- The name coined from the idea that we sometimes meet the ( )  
**in our lives** in ( ).
- Inside an elevator, a captive audience for that **short ( ) of time.**
- Now developed into a prepared presentation that **grabs ( )** and **says a lot in ( )**.
  - Telling your ( )
  - ( ) **yourself and/or your business,**
  - Making the message ( ) to the next step for you.

# How to Compose an elevator speech

[micheltriana.com/2012/03/24/startup-pitch-goals-and-other-resources/](http://micheltriana.com/2012/03/24/startup-pitch-goals-and-other-resources/)

- Define your ( ).
- Define your ( ) or subject matter.
- Define your ( ).
- Define your desired ( ) or style.
- Define your ( ).

## The Art of Pitchcraft



Whether you are trying to raise capital, promote your company, or promote yourself, it's essential to have an elevator pitch. You need to communicate your main message quickly, clearly, and distinctly to someone who doesn't even know you. A good pitch takes planning and practice to deliver it quickly, on the spot, and under pressure.

You have **one minute** to say it all.

<http://www.alumni.hbs.edu/careers/pitch/>

# *Don't's* for Elevator Speech

- **Don't** let your speech sound ( )
- **Don't** ( ). Familiarizing yourself as much as possible with your speech will help keep you from getting off track.
- **Don't** get bogged down with industry ( ) or ( ) that your listener may not comprehend.
- **Don't** focus just on ( ): connect with the person you talk to.

# Do's for Elevator Speech

1. It's a pitch. You're selling.

- **Do** make your Elevator Speech sound effortless, ( ), and ( ).
- **Do** make it memorable and ( ).
- **Do** ( ): Do write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.
- **Do** ( ) the important aspects of your project/experiences



<https://brandimpact.wordpress.com/2011/07/>

# Speech Preparation - President

## *State of the Union Speechwriter for Obama Draws on Various Inspirations*

By MICHAEL S. SCHMIDT JAN. 19, 2015

The New York Times

WASHINGTON — One night last week Cody Keenan, the chief White House speechwriter President Obama has christened “Hemingway,” knew he needed help.

Mr. Keenan had spent 15 days holed up in a hotel room in Honolulu as the president vacationed nearby, and seven more in a windowless office in the basement of the West Wing trying to turn a blank computer screen into a 6,000-word State of the Union first draft. The lonesome process had finally gotten to him.

So the burly 34-year-old former high school quarterback left his White House office and trudged in the freezing rain to the nearby apartment of one of his closest friends in the administration, Benjamin J. Rhodes.

It was after midnight, but Mr. Rhodes, a deputy national security adviser and the writer of many of the president’s foreign policy speeches, was up reading “To Kill a Mockingbird” to his 4-week-old daughter. The two men poured two single-malt Scotch whiskies and, with the baby resting quietly, began triage on Mr. Keenan’s prose. By 5 a.m., a more succinct draft was on its way to the president.



- Preparation 6



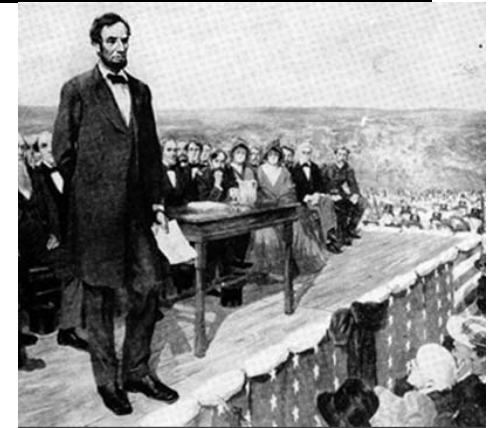
Four score and seven years ago our fathers brought forth upon this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of it, as a final resting place for those who here have given the nation their lives. This we do, in perfect faith, that in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—the ground—the brave men, living and dead, who struggled here, have hallowed it, far above our poor power.

# Speech Preparation

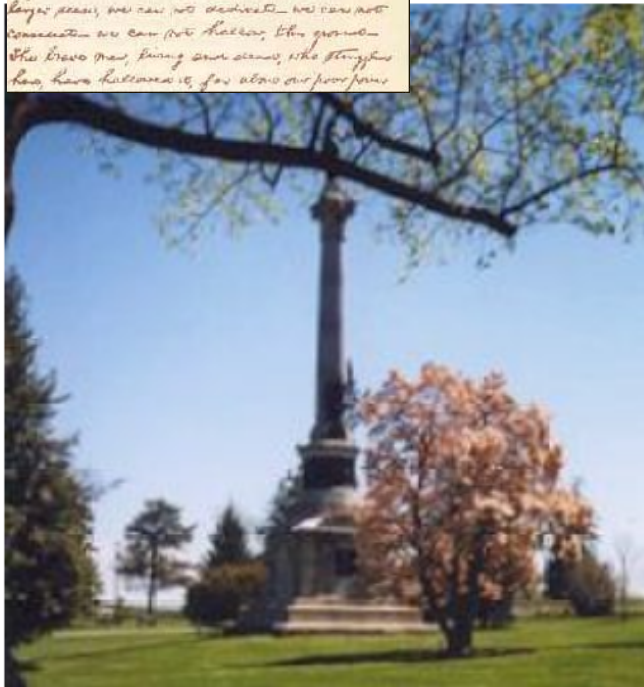
## The Gettysburg Address

Gettysburg, Pennsylvania  
November 19, 1863



On June 1, 1865, Senator Charles Sumner referred to the most famous speech ever given by President Abraham Lincoln. In his eulogy on the slain president, he called the Gettysburg Address a "monumental act." He said Lincoln was mistaken that "the world will little note, nor long remember what we say here." Rather, the Bostonian remarked, "The world noted at once what he said, and will never cease to remember it. The battle itself was less important than the speech."

There are five known copies of the speech in Lincoln's handwriting, each with a slightly different text, and named for the people who first received them: Nicolay, Hay, Everett, Bancroft and Bliss. Two copies apparently were written before delivering the speech, one of which probably was the reading copy. The remaining ones were produced months later for soldier benefit events. Despite widely-circulated stories to the contrary, the president did not dash off a copy aboard a train to Gettysburg. Lincoln carefully prepared his major speeches in advance; his steady, even script in every manuscript is consistent with a firm writing surface, not the notoriously bumpy Civil War-era trains. Additional versions of the speech appeared in newspapers of the era, feeding modern-day confusion about the authoritative text.



Soldiers National Cemetery  
© Abraham Lincoln Online

- Preparation
- Reading Copy

# Elevator Pitch and Employment

**Forbes**

2/4/2013

## The Perfect Elevator Pitch To Land A Job

 Nancy Collamer , Contributor

If you're looking for a job, one of the first tasks on your to-do list should be crafting an ideal "elevator pitch." It's the 30-second speech that summarizes who you are, what you do and why you'd be a perfect candidate.

You should be able to reel off your elevator pitch at any time, from a job interview to a cocktail party conversation with someone who might be able to help you land a position.

Sounds simple enough, right? But condensing of your life accomplishments into a 30-second statement that packs a punch can feel as challenging as trying to stuff an elephant into a Volkswagen Beetle.

I get that. So to help you develop a knockout elevator pitch, I've broken the process down into nine steps:

### 9 Step Process for a Knock-Out Elevator Pitch

1. Clarify your job target
2. Put it on paper -- Write down everything you'd want a prospective employer to know about you
3. Format it - A good pitch should answer 3 questions: Who are you? What do you do? what are you looking for?
4. Tailor the pitch to them, not you (scrath their back)
5. Eliminate industry jargon
6. Read your pitch out loud
7. Practice, practice, practice ( and solicit feedback)
8. Prepare a few variations (you may have only 15 seconds only, and to a substitute)
9. Nail it with confidence (look the person in the eye, smile and deliver your message with a confidence, upbeat delivery)



# Elevator Pitch → Individual Submission [Optional]

- **Preparation & Execution**

1. **Situation** [In a job interview, you're asked the following 5 questions, and you have just 1 minute to answer them all]

- **Briefly explain your project**

- **You need to talk about these:** (a) project title, (b) background and needs, (c) project problem definition, (d) current status of art, (e) solution design/approach(es)

- **What new technical skills your learned from the project**

- **Describe technology you leaned which was not taught in the courses you have taken.**

- **What soft skills you learned from the project**

- **Such as consequence of unethical behavior, socially responsible citizen engineer – engineering impact to society and environment, team playing, time management, importance of life-long learning**

- **What's your contribution to the project**

- **You describe** your roles in the team and specific contributions

- **How your project experience would help you in real world situation**

# Elevator Speech Practice → Submission

- **Preparation & Execution (-continued)**
  2. Speech writing
  3. Reading Copy with loud voice
  4. Practice, practice, and practice
  5. Giving the speech [60 sec] in Video/Audio recording
  6. Submission (optional) for extra credit : 5 points due R 4/24/2018 5:00pm via email

# Schedule

T 3/27/2018	Progress Presentation # <del>3</del> <sup>4</sup> AutoMoe, DOPES, eTrike, EV, HACK
T 4/3/2018	Progress Presentation # <del>3</del> <sup>4</sup> Deliveroid, SensorNet, Slate8, Terminator
T 4/10/2018	Lecture on Final Presentation Format <b>Introduction of VIP Survey Participation (Extra Credit 2)</b>
T4/17/2018	Final Rehearsal Presentation by all teams (Dress Code: Business) : 10 minutes each
F 4/20/2018	<b><i>EECS Day – Formal Presentation and Demonstration</i></b>
T 4/24/2018	<ul style="list-style-type: none"> <li>• <b>Regular Class (Last) – Course Survey</b></li> <li>• <b>5:00pm Submission of Final Report Submission: (pdf Email)</b></li> </ul>
W 4 /25/2018	<b>5:00pm Submission of (1) Peer Evaluation</b> (via email – the same form) (2) Team Project Binder
R 4/26/2018	<b>5:00pm Submission of 1-minute elevator pitch video or audio file (Extra credit 5)</b> <b>5:00pm VIP Survey Participation (Extra Credit 2) – Online</b>
F 4/27/2018	<b>Grade Report for PG</b>