

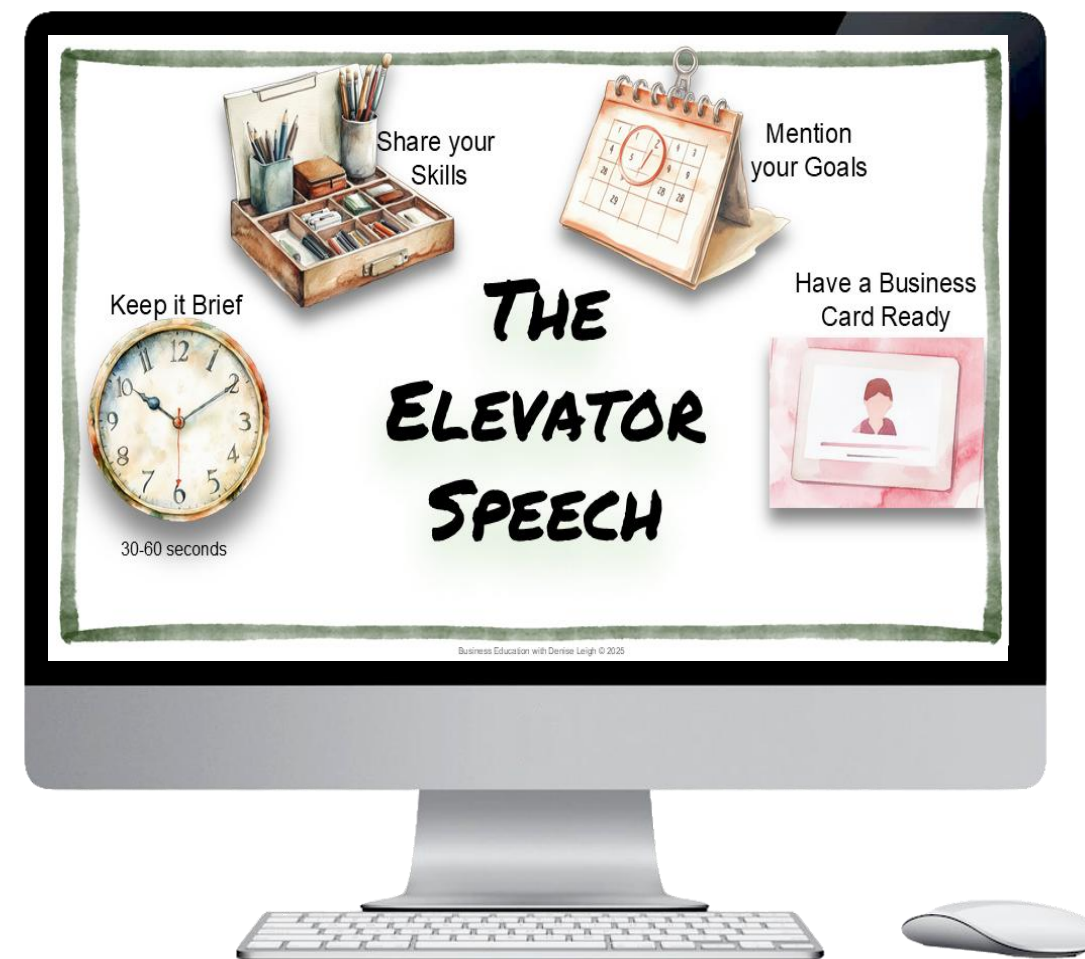
# The Elevator Speech

## A REAL-WORLD LIFE LESSON

Students learn about  
an Elevator Speech or  
an Elevator Pitch

Students write their  
own Elevator Speech

Class Activity –  
Students present and  
rate their peers'  
Elevator Speeches

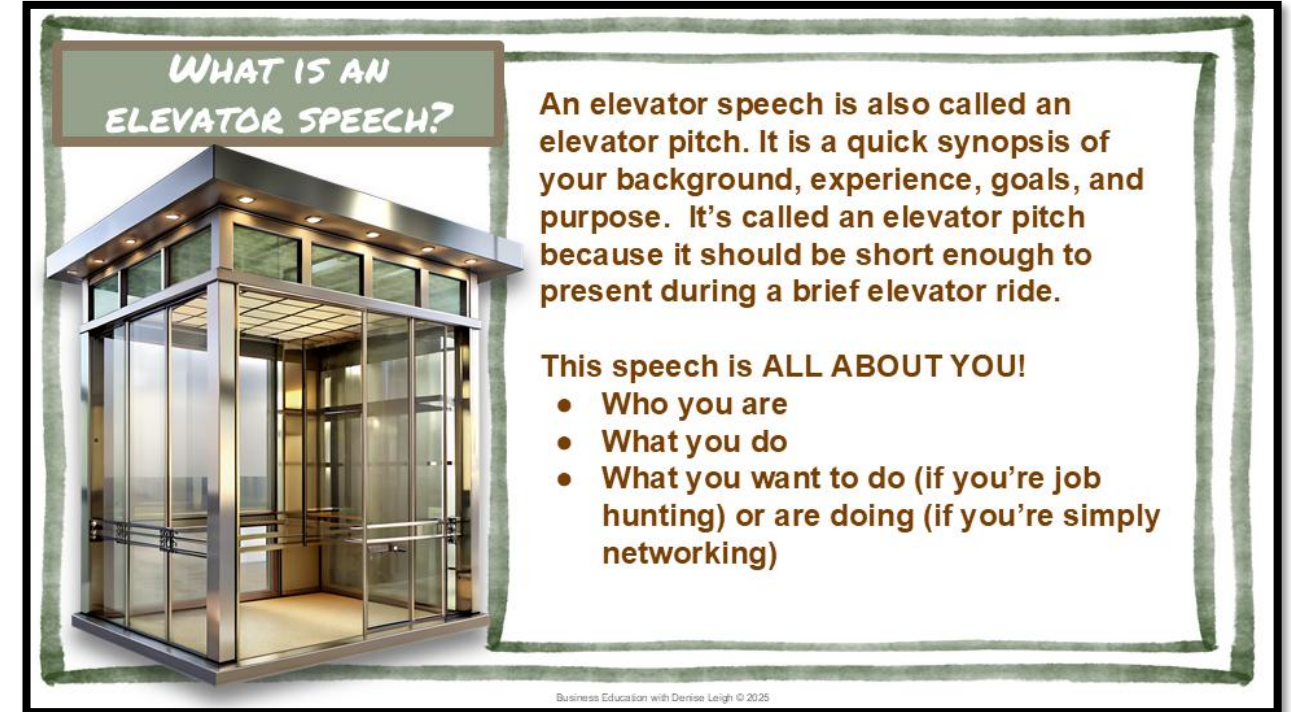


**NO PREP!**

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# 9 Slides in the Lesson and Activity file

## ✔ What is an Elevator Speech or Elevator Pitch?



**WHAT IS AN ELEVATOR SPEECH?**

An elevator speech is also called an elevator pitch. It is a quick synopsis of your background, experience, goals, and purpose. It's called an elevator pitch because it should be short enough to present during a brief elevator ride.

This speech is **ALL ABOUT YOU!**

- Who you are
- What you do
- What you want to do (if you're job hunting) or are doing (if you're simply networking)

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## ✔ The Components of an Elevator Speech



**THE ELEVATOR SPEECH**

Keep it Brief  
30-60 seconds

Share your Skills

Mention your Goals

Have a Business Card Ready

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Google Slides or **easily** convert to Microsoft PowerPoint

# No Prep!



## Four Elevator Speech Examples included

Examples of elevator speeches...  
Source: Indeed

Context: In an interview  
Job Title: Executive Assistant

"Hi, my name is Mark Smith. It's nice to meet you! After graduating with my Bachelor's degree in Business Administration, I've spent the last three years building professional experience as an Executive Assistant. I've successfully managed end-to-end event coordination and have generated a strong professional network for my colleagues. I was excited to learn about this opportunity through your company and I would love the opportunity to bring my organizational and communication skills to this position."

Context: Seeking a mentor  
Job Title: Graphic Designer

"Hi, I'm Molly Smith, so nice to meet you! I'm a Graphic Designer at ABC Inc., where I'm passionate about creating beautiful, intuitive designs for a variety of marketing collateral for our top-tier clients. Before that, I got my Master's in graphic design. I'm looking for experiences to learn more about career paths and ways to grow into assuming an Art Director role in the next few years. Your work with the XYZ brand has inspired the ways I think about design. I would love to talk more about a potential mentorship with you if that's something you have time for and would be interested in."

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More examples of elevator speeches...  
Source: Indeed

Context: Adding a contact  
Job Title: Business Analyst

"Hello! My name is Anwar Smith, it's a pleasure to meet you. I have a background in Business Analytics with just over 10 years of experience creating data-driven solutions for various business problems. Specifically, I have had great success in the strategic evaluation of data analysis with our executive staff. It sounds like you do similar work and I would love to keep in touch to learn more about what you and your company do."

Context: Seeking a job opportunity  
Job Title: Media Planner

"Hi, I'm Tom Smith. I've spent the last eight years learning and growing in my role as a Media Planner, where I've developed and optimized strategic media plans for our top client and managed a subset of planners as a Team Lead. One of my proudest achievements was a pro-bono project that was recognized as a top non-profit campaign last year. I've been interested in moving to a non-profit for quite a while, and love what your company does in education. Would you mind telling me about any media planning needs you may have on the team?"

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Use in any Business or Marketing Class

# 9 Slides in the Lesson and Activity file


✔ Students write and present their own Elevator Pitch

**BUILDING THE CONTENT FOR YOUR ELEVATOR SPEECH**

What to include: An introduction, skills, and goals

SKILLS

Preview



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Delivery of your elevator speech...

- Keep it under 60 seconds
- Look at your audience or person with whom you are speaking
- Speak with confidence
- Act confident
- Don't fidget
- Use good posture and stand tall
- Don't talk too fast
- Speak clearly

Preview



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Write your elevator speech. Be sure to include no more than 60 seconds of content...

Preview




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**A Great Self-Evaluation Lesson**

# Have Students give their Elevator Speeches

- ✔ **Scoresheet included so students can rate their Peers' Elevator Speeches**

Rate the Elevator Speeches.  
Rate from 1-5 with 1 being the lowest and 5 being the highest.



Name of Classmate	Speech Content Included introduction, skills and goals	Speech Delivery Eye contact, confidence, sincerity, good body posture	Total Score

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Preview

**A Great Activity to Get to Know Your New Students**

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

