

Elevator Speech Project

BMA-BC-2 Examine and practice grammar, mechanics, and process of composing professionally written business communications.

BMA-BC-3 Apply effective oral communication by communicating in a clear, courteous, concise, and professional manner.

Ethics Statement: Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.

You will have 3 50 minute class periods to complete this project.

What if you walked into an elevator with someone you've always wanted to work for? What would you say if you had less than a minute to make your dream boss interested enough to want to know more about you? Nothing? Everything? This may happen to you, maybe not in an elevator but at some point in your life you will have the opportunity to meet someone and impress them.

Will you be prepared? Will you be able to bring your ideas together and present them in a captivating way so that you will be heard and remembered?

Directions: Below type a 30 second elevator speech using the prompt above and the outline below to organize the 30 seconds.

Here's a great outline to start with:

Name, grade in school, name of school, parents, siblings, birthplace and places you've lived, what interests you, what you are involved in, a title of a book that has impacted your life, one thing you are passionate about, a dream you have for the future, the people you admire most in your life, the career you are most interested in, etc.

Be creative. Use a quote and weave it into your speech. Use an example from your life that impacted your career interests. Use a person you admire as a way to talk about how you think about life.

My elevator speech:

Preparing Your Elevator Speech

An 'elevator speech' is a term taken from the early days of the internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money and the companies that won the cash were often those with a simple pitch. The best were those that could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator speech that worked was able to describe and sell an idea in 30 seconds or less. Today, an 'elevator speech' can be any kind of short speech that sells an idea, promotes your business or markets you as an individual.

An elevator speech is as essential as a business card. You need to be able to say who you are, what you do, what you are interested in doing and how you can be a resource to your listeners. If you don't have an elevator speech, people won't know what you really do.

KNOW YOUR AUDIENCE- Before writing any part of your elevator speech, research your audience. You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to. Having a 'generic' elevator pitch is almost certain to fail.

KNOW YOURSELF - Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve and what benefits you bring to a prospective contact or employers

Answer the following questions:

1. What are your key strengths?
2. What adjectives come to mind to describe you?
3. What is it you are trying to 'sell' or let others know about you?
4. Why are you interested in the company or industry the person represents?

OUTLINE YOUR TALK - start an outline of your material using bullet points. You don't need to add any detail at this stage; simply write a few notes to help remind you of what you really want to say. They don't need to be complete sentences.

You can use the following questions to start your outline:

1. Who am I?
2. What do I offer?
3. What problem is solved?
4. What are the main contributions I can make?
5. What should the listener do as a result of hearing this?

FINALIZE YOUR SPEECH - Now that you have your outline of your material, you can finalize the speech. The key to doing this is to expand on the notes you made by writing out each section in full.

To help you do this, follow these guidelines:

1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change any long words or jargon into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 90 words long.

your *elevator speech*



presentation, creativity,
organization, public speaking



stop watch, stop sign (print one off)



10 minutes



What if you walked into an elevator with someone you've always wanted to work for? What would you say if you had less than a minute to make your dream boss interested enough to want to know more about you? Nothing? Everything? This may happen to you, maybe not in an elevator but at some point in your life you will have the opportunity to meet someone and impress them. Will you be prepared? Will you be able to bring your ideas together and present them in a captivating way so that you will be heard and remembered?

Great people talk about ideas, average people talk about things.
-*Frank Lebowitz*

Directions: Have students prepare a 2 minute elevator speech using the prompt above and the outline below to organize the 2 minutes.

Here's a great outline to start with:

Name, grade in school, name of school, parents, siblings, birthplace and places you've lived, what interests you, what you are involved in, a title of a book that has impacted your life, one thing you are passionate about, a dream you have for the future, the people you admire most in your life, the career you are most interested in, etc.

Be creative. Use a quote and weave it into your speech. Use an example from your life that impacted your career interests. Use a person you admire as a way to talk about how you think about life.

Have students give their speeches over a couple of weeks and let their classmates provide feedback. Have a timer. At the end of 2 minutes, quietly raise a stop sign to signal the end, but allow the student to finish.



Challenge!

Use the Evaluation Tool for First Impressions checklist for students to anonymously fill in and present back to the speaker. Make sure that students give positive and constructive feedback.



Being prepared to command another person's attention while introducing yourself is a vital part of communication and a key skill for employability.

Course Standard 1:1 1:3 1:4 1:6

evaluation tool for first impressions

Give a check mark for proficiency and an x mark for an item that needs work.

- Eye Contact
- Smile
- 2 pump hand shake
- Waited to be seated
- Speaks in complete sentences
- No extra non-language noises
- Voice - clear, confident
- Shirt is tucked in
- Clothes ironed/pressed
- Shoes shined - no scuffs
- For women - clothes not too: tight, low, short, etc.
- For women - not too much jewelry
- Has a notebook with resume inside
- Posture - sitting straight, engaged
- Body language - open and relaxed
- No nervous habits, hands and feet still
- Made personal introduction to the interviewer

Figure 5.1 Elevator Pitch Rubric

| content | | |
|---|--|--|
| <p>hook/intro The problem, need, or opportunity is clearly explained and the significance is evident; (video) the speakers' names and faces are presented clearly.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> problem/need/opportunity <input type="checkbox"/> speaker introduction <p>comments:</p> |
| <p>goals for solution A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> solution <input type="checkbox"/> value proposition <p>comments:</p> |
| <p>target audience The intended audience is well defined/identified and the market or user base is quantified.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> target audience <input type="checkbox"/> size <p>comments:</p> |
| <p>competitive advantage Understanding of the competition and shortcomings are highlighted; credibility of the proposed solution and qualifications of the team indicate strong potential for success.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> competition <input type="checkbox"/> advantage <p>comments:</p> |
| <p>closing Cost of building a prototype and retail cost are anticipated and justified; the conclusion highlights benefits and potential for profit.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> costs <input type="checkbox"/> conclusion <p>comments:</p> |
| delivery | | |
| <p>clarity Speakers are polished and delivery techniques make the presentation understandable and engaging.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> organization/length <input type="checkbox"/> grammar/pronunciation <input type="checkbox"/> visual aids <p>comments:</p> |
| <p>impact The presentation inspires and holds attention; the pitch is persuasive and informative.</p> | <input type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | <p>needs improvement:</p> <input type="checkbox"/> enthusiasm <input type="checkbox"/> creativity <input type="checkbox"/> compelling story <input type="checkbox"/> team participation <p>comments:</p> |



Due Sep 27, 11:59 PM

Flipgrid Elevator Speech

100 points 



Mindy Pierce Sep 25 (Edited Sep 25)

Use the link below to create a flipgrid of the elevator speech you developed in class. Your speech will not be shared with the class, only Ms. Pierce. Remember to keep it professional - no extra filters or gifs. Make sure to include all the elements of an elevator speech, see rubric attached. If you would rather present in class you can Friday, 9/27.



Rubric.PNG
Image



Flipgrid | pierceelevatorspee...
<http://flipgrid.com/piercelevator...>

Class comments



Add class comment...

Business Communications Flip Grid

Elevator Speech link



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Savannah moore

12th grade

Thomas County Central High School

thomasville ga

I am currently attending college at SRTC and dream to finished my masters at Thomas University

I am passionate about nursing and I dream to help geriatric patients who need medical help.

I dream to be able to have my own nursing practice for adults.

My elevator speech:

Hello, my name is Savannah Moore I am a senior at Thomas County Central High School. Along with being a student at TCCHS, I am also a student st SRTC (Southern Regional Technical College). Once I graduate from SRTC with my degree in registered nursing, I want to go to Thomas University to get my Masters.I am passionate about nursing and I dream to help geriatric patients who need medical help. I dream to be able to have my own nursing practice for adults.

Thank you

Savannah Moore

98/100
Speech

Figure 5.1 Elevator Pitch Rubric

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|---|---|---|
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| goals for solution A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given. | <input type="checkbox"/> excellent <input checked="" type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | needs improvement: <input type="checkbox"/> solution <input type="checkbox"/> value proposition comments: |
| target audience The intended audience is well defined/identified and the market or user base is quantified. | <input checked="" type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | needs improvement: <input type="checkbox"/> target audience <input type="checkbox"/> size comments: |
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| clarity Speakers are polished and delivery techniques make the presentation understandable and engaging. | <input checked="" type="checkbox"/> excellent <input type="checkbox"/> very good <input type="checkbox"/> acceptable <input type="checkbox"/> marginal | needs improvement: <input type="checkbox"/> organization/length <input type="checkbox"/> grammar/pronunciation <input type="checkbox"/> visual aids comments: |
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