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Elevator Pitch



EAE Learning objectives for this lesson

Learn vocabulary and techniques to help you to 'pitch' your ideas in a succinct and convincing manner. Create your own elevator pitch and practice it so that you learn it and can use it again at the first opportunity!

Activity One - Answer the *questions with your partner*

- ☑ Do you have a typical speech which you use to introduce yourself or your company/current project?
- ☑ Have you tried to 'brand' your ideas and the unique value of your contribution/concept?
- ☑ Do you often have the opportunity to 'pitch' an idea or concept or yourself, when you are networking or when you meet someone new?
- ☑ What do you think is important in this type of communication?
- ☑ Have you ever heard of the 'elevator pitch'?

Activity Two - **Read** the ***advice*** - **An elevator pitch is a brief, persuasive speech that you can use to make people interested in what your organization or department does. You can also use one to create interest in a project, idea, or product. Experts have lots of advice about how to make a great pitch in a few seconds. They all agree that it needs to be brief and concise, while conveying important information. To create a great pitch, follow these 3 steps.**



ICE

- **I**dentify your goal and explain what you do.

Which problems do you solve? Give a statistic which proves how well you do what you do! What do you want the listener to remember?

- **C**ommunicate your unique selling point.

What makes your company or your project unique?

- **E**ngage the listener with a question.

Ask a leading question which could make a connection or set up a follow up action.

*Use **LINKING WORDS** to help to **structure** your message and be **concise.***

An elevator pitch should be around 30 seconds long remember!

Again	For this reason	On the contrary
Also	Furthermore	On the other hand
Although	However	On the whole
Another	In any event	One day/week/month later
As a result	In the first/second/third place	Similarly
As well	In the meantime	Soon afterwards
At the same time	Later	Then
But	Meanwhile	Therefore
Consequently	Moreover	Thus
Equally	Nevertheless	Too
Even though	Next	In contrast to
Finally		

Activity Three - ***Techniques***

What techniques can we use in English to make your pitch perfect?

☑ **Intonation and stress** - Learn how to stress the important words in your pitch so that they really stand out. You sound more interesting and convincing if you use intonation correctly.

☑ **Short sentences** - Keep it simple and use linking words to make your sentences short and clear.

☑ **A motto** - Find something which has a nice ring to it to use as a slogan or motto which sums up the most important thing you want someone to remember about you.

Activity Four - Read the article paying attention to your intonation and stress.

The 9C's of a great Elevator Pitch! (From Business News Daily).

- **Concise**. Keep the pitch succinct and clear, with as few words as possible.
- **Clear**. The pitch should be easily understood by a layman, rather than filled with acronyms and industry terminology.
- **Compelling**. What problem does your business solve, and what can you do for your target audience?
- **Credible**. Spell out what makes you qualified to do what you do, without using buzzwords like "outside the box" or "synergy." Using credibility-driven words like "certified" will help sell you.
- **Conceptual**. Keep your pitch broad; don't go into too many details.
- **Concrete**. The pitch should be tangible and easily grasped by your audience.
- **Customized**. Each target audience is different. The pitch should be tailored to the listeners.
- **Consistent**. No matter how many versions of your pitch you have, they should all convey the same basic message.
- **Conversational**. Start the conversation, and hook your target. Keep it casual, and don't try to close a deal in the pitch.

Activity Five - **Compelling Words in English...**

Here are some of the most **persuasive** words in the English language. Expert speakers have identified these words as being the most effective in getting a positive reaction from listeners. Try to use at least two of these in your pitch.



You, Discovery, Easy, Guarantee, Safety, New, Proven, Results.

Positive adjectives can also make a strong impression. For example:

Amazing, unusual, simple, Inspiring, strong, remarkable.

Activity Seven - MedinCell

These are the words your colleagues use to describe your company. Do you agree? Let's brainstorm some more…

Positive, fun, unique, energetic, innovative ,community, limitless, people ,challenge, exciting, rare , change, inspiration, explore, change.

Activity Seven - *What's your pitch?*

Follow the advice from activities two and three and four to create your pitch. Present yourself and your department / project…



Activity Eight - **Let's practice… Dialogues with a partner..**

Practice using your pitch in one of the following situations:

☑ You are attending a medical conference in a hotel in New York. You step into the elevator and realize that you are alone in there with the CEO of your company. You want him to remember you for the right reasons.

☑ You are in a meeting with an important collaborator who you have been trying to meet for years. You want to make a great first impression as soon as you arrive.

☑ You meet a new international laboratory representative for the first time and pick them up from the airport. You have a few minutes to talk in the taxi.

Activity Ten **assess your comprehension level**- **Watch** the **video** and answer the ***comprehension*** questions. Please prepare this before the lesson. Watch the video only once. What percentage of the video would you say you understood? Let's see if you could answer the questions.

https://www.youtube.com/watch?v=-t1ar_IpmUU

☆ How to Create an Elevator Pitch by Michael Hyatt

1. What are the **three** benefits of having a clear elevator pitch?
2. Where did the idea of an elevator pitch come from?
3. What are the four components of an elevator pitch according to Michael Hyatt?
4. What's the difference between the first pitch we see in the elevator, and the second attempt the man makes?
5. What do you think of the advice in this video?

