

# DEVELOPING AN ELEVATOR PITCH



# You have your project...

- Now what?
- You need to garner support, tell your stakeholders what you're doing, why you're doing it, and how it will be done.
- Time to develop an Elevator Pitch!



# Developing the Pitch

- Know your audience
  - Who will you target? Make it specific!
- Know yourself
  - What are you “selling”? Why is it positive? Why should someone care?
- Know what you want to achieve
  - What do you want your audience to get from the speech?



# Activity



- ***Assume your elevator pitch will be given to an audience who knows nothing of your project***
  - 1) 5 Minutes:** As individuals, use the post-it notes to write ideas about your project you want to pass on to your audience
  - 2) 15 minutes:** As a team, rank your ideas from important to least important. What is missing? What can be cut?
  - 3) 10 Minutes:** Develop a 3-5 sentence elevator pitch that can be stated in 2 minutes or less
  - 4) 5 Minutes:** Choose a presenter and present to the group! After each presentation, get feedback from the other teams