

## Assignment 4 Elevator Speech

Watch *The Elevator Pitch* (Links to an external site.) video about creating an elevator speech, and design a one-minute sales pitch tailored toward your chosen career path. It is recommended that you also review the 30 Second Elevator Pitch and Professional Summaries (Links to an external site.) online resource. Consider the person in your field whom you would most like the opportunity to speak with, and keep this person in mind throughout the process.

In your pitch, specifically discuss your areas of expertise in learning and cognition and how they could be applied to benefit the organization or industry and your future success in this field. Briefly explain any theoretical perspectives that apply to these areas. Record your 30-second to one-minute video presentation utilizing the Canvas recording tool (Links to an external site.), or using any recording software of your choice. (Quick-start guides for Screencast-O-Matic and YouTube are provided for your convenience should you decide to use these.) It is recommended that you create a script or, at minimum, a list of talking points prior to creating your recording. For an explanation of steps to follow when creating an elevator speech, read the PSY620: Preparing Your Elevator Speech document.

Once you have completed your recording, share your pitch with the class by copying and pasting the link for your recording into your discussion post, unless you utilized the Canvas recording tool (Links to an external site.) which does not require this step. Include the name of the person you chose to give your speech to as well as a 50- to 150-word description of the individual's background, industry, area of expertise, and your rationale for choosing this person.

**Note to Students:** This assignment requires that you produce a visual presentation, supply a spoken audio narrative, and to listen the audio narrative of others. Note you are also asked to provide a transcript of your presentation. If you have a documented disability accommodation that might interfere with your ability to complete this assignment, you may contact your instructor to develop a comparable alternative assignment. If you have other issues that you feel may be a barrier to your ability to complete this course or this assignment please contact the Office of Access and Wellness at: [access@ashford.edu](mailto:access@ashford.edu).

# Assignment 4: Preparing Your Elevator Speech

An elevator speech is a type of short dialogue that markets you as an individual, sells an idea, or promotes your business, profession, or cause. According to some business professionals, an elevator speech is as necessary as a business card (Fallon, n.d.; King, 2014). Here are some important guidelines:

**Know your audience.** Before writing any part of your elevator speech, investigate your potential (or in this case – assigned) audience. You will be considerably more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to.

**Know yourself.** Define who you are and what benefits you will bring to the potential career or profession.

- What are your key strengths?
- What adjectives describe you?
- What do you want others know about you?
- Why are you interested in the company or profession the person you are speaking to represents?

**Start an outline.** Start an outline of your material using bullet points. You can use the following questions to start your outline:

- Who am I?
- What do I offer?
- What problem is solved?
- What are the main contributions I will/can make?
- What should the listener do as a result of hearing this?
- What should the listener feel after hearing you speak?

**Finalize your speech.** Now that you have the outline for 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:

- Take each note you made and write a sentence about it.
- Take each of the sentences and connect them together with additional phrases to make them flow.
- Go through what you have written and change any long words or jargon into everyday language.
- Go back through the revised material and cut out unnecessary words.
- Finalize your speech, making sure it is between 90 and 150 words long.

## References

Fallon, N. (2014). 10 Tips for a winning elevator pitch. Retrieved from <http://www.businessnewsdaily.com/4034-elevator-pitch-tips.html>

King, C. (n.d.). How to craft an effective elevator speech. Retrieved from <http://www.creativekeys.net/PowerfulPresentations/article1024.html>



## 30 Second Elevator Pitch and Professional Summaries

The purpose of the “elevator pitch” is to summarize YOU in about 30 seconds. The premise is that you get on an elevator and the CEO of a company gets on the elevator with you. The door closes and he introduces himself and asks you what you do? You know you don’t have time for a long winded response, and do not want to babble or be stumped. You want to make a good impression; your window of opportunity has just opened...

What do you say? What should you say? How do you say it all in the 30 second elevator ride?

There are three main components to what you will say in your elevator pitch.

- First **state a problem** you recognize in your *industry*
- Second **identify your career or job goal as a solution** to the problem
- Third **restate the problem** and ask if they know of anyone who can use someone like you (Networking)

You have just identified a problem in your industry, identified you as a solution, and asked the CEO/President of a company if he or she knows of anyone who can use someone like you.

Here is how it works:

When someone asks what you do, say...

"You know how the *food service industry* has been (**state a problem**) - well what I do is (**state your career or job goal as a solution**). That's why I'm so excited about this field; I've been studying this issue for several years now and just graduated with a degree in.... Do you know anyone in the industry that might need help with (**restate the problem**)?"

### Examples:

You know how the *food service industry* has been **struggling to maintain profitability because of our challenging economy**? - Well, what I do is show restaurant owners **how to streamline their operations** and squeeze every penny they can out of their marketing budgets so they can maintain their profitability and of course, stay in business. Do you know anyone in the *food service* world that could use a little more **efficiency and profitability**?

You know how a lot of companies these days are really being **forced to do a lot more with a lot fewer people**? Well what I've been studying for the last few years in my *management program at Ashford University is business leadership*. I've studied the best and worst examples of business leadership in their breakthrough program and I've learned a lot about leadership from some of the greatest business minds in the country. Do you know anyone who is looking for someone with **business AND leadership skills**?

You know how **marketing budgets are the first thing to get axed when budgets get tight?** Well, what I do is show business owners some of the most innovative *marketing* tactics I've learned during my two year intensive course work at A.U. Did you know they are the leading school on the west coast for \_\_\_\_\_? Do you know anyone who would like to **increase their marketing results and still lower their overhead?**

You know how our *healthcare system* seems to be in such **chaos right now with all the new rules and laws and changes in the marketplace?** Well what I've been doing for the last four years is studying *healthcare systems as a part of my management degree* from AU. It's been a tough program because they have such high caliber faculty with a lot of experience in healthcare. I now have some amazing insight into the healthcare crisis and I'm glad to say I know there's a lot we can do to fix it. Do you know of anyone in the *healthcare field* that might be **looking for some fresh and innovative solutions?**

You know how military vets are coming home from around the world and many of them have not been able to find the right kind of work they need? Well, what I do is teach veterans how to build a stronger resume and make a solid first impression so they have a better chance of getting their foot in the door. I learned how to do this while *studying HR and Management* at AU. Do you know of anyone looking for an **inspiring HR person to join their team?**

You know how the *higher education* industry has been **struggling with accommodating online students?** Well, what I do is empower online students to feel as connected to the university as they would in a traditional campus setting by treating each student as an individual. I researched the importance of faculty/staff interaction and its positive impact on student persistence and retention during my Master's program. Do you know of anyone in the *higher education* community who might be **looking for a positive addition to their staff?**

Career Services abides by the principles of professional conduct set forth by the National Association of Colleges and Employers (NACE).

The University's courses, programs and services are designed to prepare students and graduates for further study or to pursue employment in their field of study or related field; however, the University does not guarantee that students or graduates will be placed in any particular position or employment. Any statistics referenced on its website and attributed to a source other than the University have not been independently verified by the University.

## **Professional Summaries**

Professional summaries are a brief description of your experiences, credentials, qualifications, goals, values, and strengths that best describe you as a professional.

The professional summary is often used in different situations where the audience does not have your resume to refer to, such as at a presentation. You can use a professional summary to give a quick overview of traits you feel the hiring manager or recruiter may want to know. The professional summary would be the next step after the initial 30 second elevator pitch.

### **Professional Summary examples**

I am an **Internet Marketing Manager** professional with **15 years' experience** in the Internet industry and have extensive experience with **SEO, SEM, and website development**. I bring a background developing new Internet business brands and strategies. Recently, I have just completed a **Master of Business Administration degree** I am looking to taking on the **increased responsibility** of creative branding strategies at the **Director level** within your company.

Hi my name is John. I am completing my **Bachelors of Arts in Organizational Management** here at Ashford University. For the past **five years**, I have worked in the **food service industry** in a **management role** where I was able to reduce costs and increase revenues. I am looking for **increased management roles as a district manager** where I can **improve** productivity and increase profitability.

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