



**ECO-MEDIA**

## **Lesson 3**

# **Elevator Pitch**

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# Contents

- Introduction to pitching
- Importance of pitching
- Introduction to elevator pitch
- Conclusions
- References
- Additional resources



# Introduction



*“Pitching is 80% of the game and the other half is hitting and fielding.”*

Mickey Rivers



# Objectives of the lesson

- To understand the concept and importance of an elevator pitch.
- To develop confidence in delivering an elevator pitch.
- To recognize the benefits of an elevator pitch and its key elements.



# Learning outcomes

- Define what an elevator pitch is and why it is crucial in networking and professional settings.
- Craft a clear and concise elevator pitch that effectively communicates their skills, expertise, and value proposition.
- Demonstrate confidence and clarity in delivering their elevator pitch.
- Understand how an elevator pitch can create opportunities, capture attention, and leave a lasting impression.



# Targeted skills

- Communication skills
- Presentation skills
- Networking skills
- Reflections skills
- Empathy
- Adaptability



# Introduction to pitching







## What is pitching?

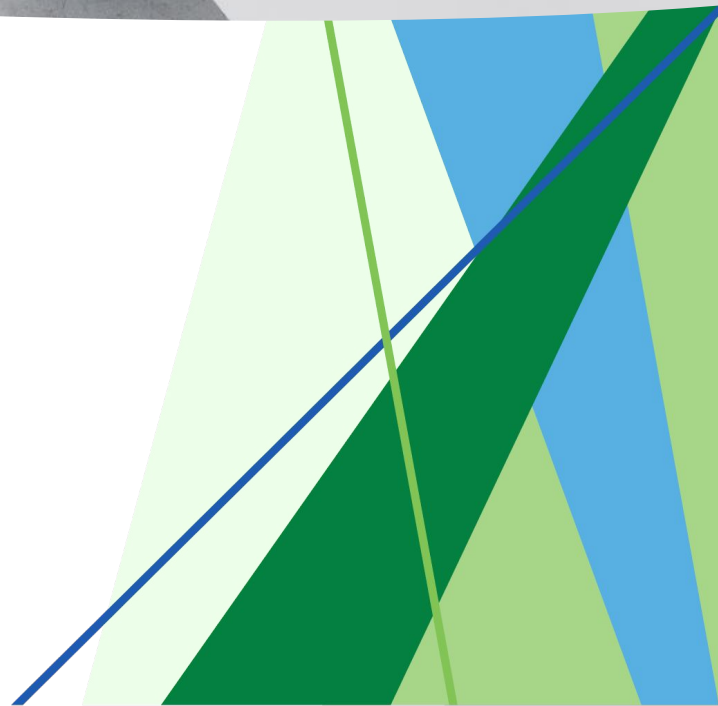
- Pitching refers to the act of presenting or promoting an idea, product, service, or oneself to an audience with the intention of gaining interest, support, or investment.





## **When/where?**

- Pitching can occur in various contexts, including business meetings, sales presentations, investor pitches, job interviews, networking events, entrepreneurship competitions, etc.



# Importance of pitching



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Capture the attention of your target audience quickly

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Communicate the value, benefits, and unique aspects of your idea, product, service, or yourself

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Create opportunities for collaboration, partnerships, funding, sales, or career advancements

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Building relationships

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Enhances your confidence in presenting your ideas

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Adapting to different audiences

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Enhance communication skills, including public speaking, storytelling, and persuasion

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Standing put in job interviews

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Inspire and motivate others

# Understanding your target audience



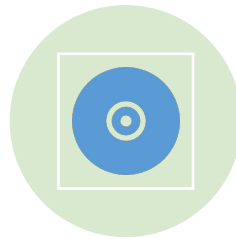
One of the most important aspects of creating a successful pitch is **understanding your audience**.



When you know who you're presenting to, you can **tailor your message to their needs, interests, and values**.



Ask yourself questions like, who are my potential customers? Who are my competitors? Who are my investors?



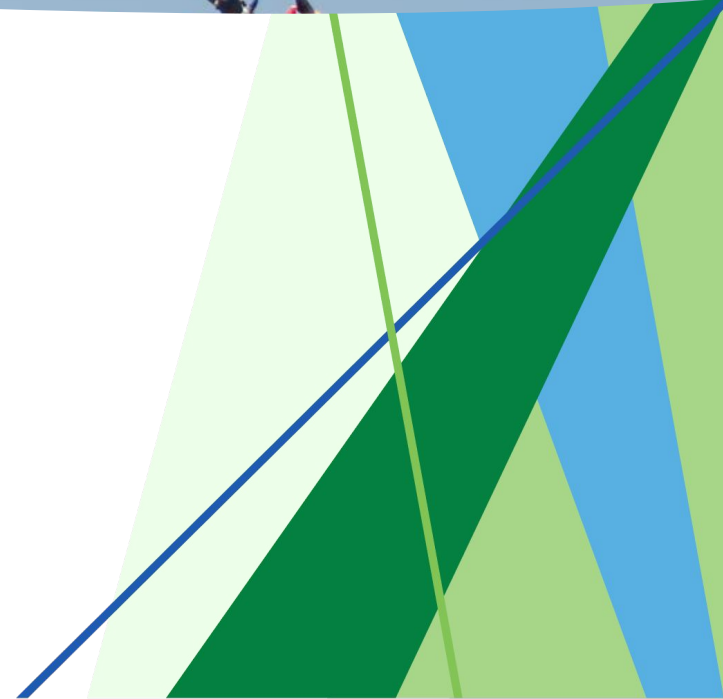
**Research your target audience**, look for information on their interests, needs, pain points, and goals.





**Failing to  
understand the  
target  
audience...**

..can lead to a generic or  
inappropriate pitch that fails to  
generate interest or support.



# Crafting your message



- Clearly define what you want your audience to take away from your message.
- Determine the purpose of your message. Are you aiming to inform, persuade, inspire, or entertain?
- Use simple and straightforward language.
- Organize your message in a logical and coherent manner.
- Incorporate storytelling elements to make your message engaging.
- Use Visuals (if applicable).
- Practice

# Introduction to elevator pitch



# Elevator pitch



Is a concise and compelling summary of an idea, product, service, or oneself.



It should be brief enough to capture someone's attention and convey the key points.



An elevator pitch is much shorter around **30 seconds to 2 minutes**



The purpose of an elevator pitch is to make a compelling impression, generate interest, and leave a lasting impact on the listener.



The ultimate objective is to create a positive and memorable impression that sparks curiosity and leads to further engagement.



# Important of elevator pitch

Makes a strong first impression

Clearly communicates your skills and expertise

Highlights your unique value proposition

Engages potential contacts and sparks their interest

Demonstrates your professionalism and preparedness

Creates opportunities for networking and building relationships

Increases chances of receiving referrals or recommendations

Positions you as a confident and capable professional

Enhances your visibility and memorability

Opens doors to new career or business opportunities

# Key elements of elevator pitch

## Introduction

- Start with an engaging introduction that grabs attention and establishes your credibility. Mention your name and provide a brief overview of your background or expertise.

## Value proposition

- Clearly communicate the unique value you bring to the table. Identify your key strengths, skills, and experiences that make you stand out.

## Achievements and Accomplishments

- Highlight notable achievements or accomplishments that demonstrate your capabilities and success in your field.

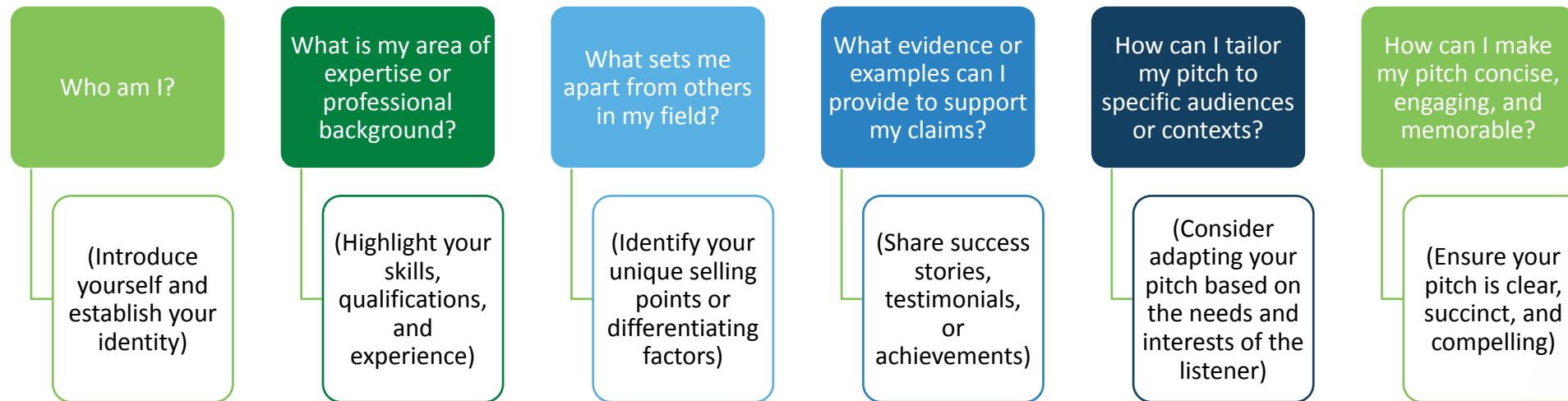
## Relevance

- Highlight aspects of your background or expertise that are most relevant and appealing to the listener.

## Passion and Enthusiasm

- Show genuine excitement about your work and the value you can bring to others.

# A simple way to structure your elevator pitch



# The four 'b' for an effective elevator pitch

01

**Be brief:** An elevator pitch should be short and to the point, typically no more than 30 seconds.

02

**Be bold:** Make your pitch unique. Emphasize what makes you stand out from others. Use strong, memorable language that captures the listener's interest.

03

**Be beneficial:** Make sure your pitch speaks to the listener's interests or concerns.

04

**Be believable:** Your pitch should be grounded in reality and supported by facts or data where possible. Practice your pitch until you can deliver it confidently.

# Key points to include

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Name and Professional Identity

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Background and Expertise

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Achievements and Successes

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Unique Selling Points

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Value you bring to others

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Relevant Experience

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Passion and Motivation for what you do



# Tips to make your pitch more attractive

Be clear and to the point

Emphasize what sets you apart from others

Share an example that showcases your expertise

Highlight the benefits and outcomes you can deliver

Use positive and energetic language to convey your excitement and commitment to your work

Show confidence, maintain eye contact, speak clear with confident tone

Adapt to the audience

Practice, practice, practice repeatedly to refine your delivery and ensure fluency

# What not to say when pitching

- Anything that would make that person think you have something to hide.
- Avoid making negative remarks about previous employers, colleagues, or experiences.
- Do not make unrealistic projections or promises.
- Do not overstate your experience or qualifications.
- Do not speak for too long or exceed your allotted time.
- Do not speak in jargon or overly technical terms that may confuse or bore your audience.
- Keep your pitch focused and avoid sharing irrelevant or unnecessary details.
- Avoid ambiguous statements that may leave the listener uncertain about your abilities or accomplishments.



# Things to remember about the elevator pitch








# Key takeaway

- Practice, practice, practice

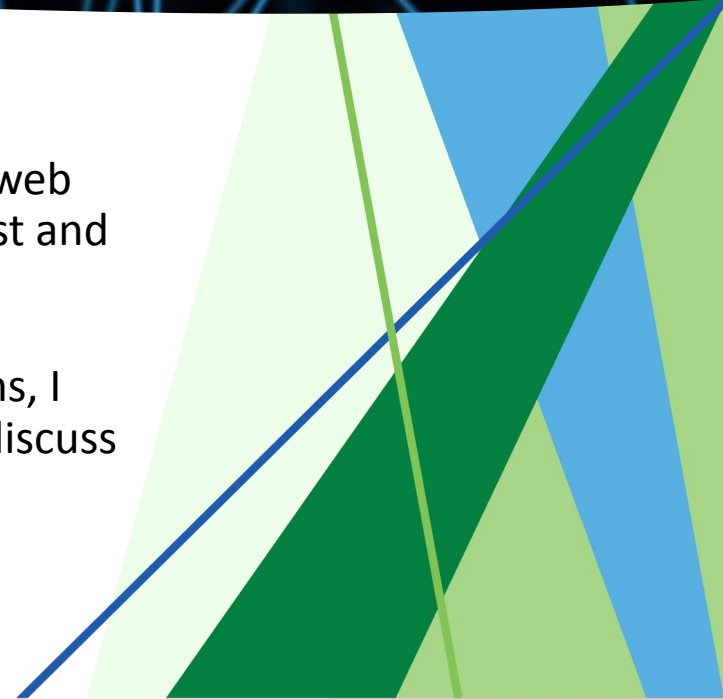
# Steps to help you write an effective elevator pitch

<b>Identify your goal</b>	Determine the purpose of your elevator pitch
<b>Define your target audience</b>	Understand who you are speaking to and what they are interested in
<b>Craft a compelling opening</b>	Start with an attention-grabbing statement that piques the listener's curiosity
<b>Introduce yourself</b>	Share your name, professional identity, and a brief overview of your expertise or background
<b>Communicate your value</b>	Highlight the benefits and outcomes you can deliver
<b>Differentiate Yourself</b>	Highlight what sets you apart from others in your field
<b>Provide examples or evidence</b>	Share brief stories that demonstrate how you differ from others



## **Example 1 of introducing yourself**

"Hello, I am John, a software engineer specializing in web development. I have a track record of delivering robust and user-friendly solutions that streamline processes and enhance user experiences. Whether it is building responsive websites or developing custom applications, I thrive on solving complex technical challenges. Let's discuss how I can contribute to your next project."



## Example 2 of introducing yourself

"Hi, I am Emily, a certified personal trainer and wellness coach. I am passionate about helping individuals achieve their fitness goals and lead healthier lives. Through personalized training programs and nutritional guidance, I empower my clients to make positive lifestyle changes. If you are looking to improve your fitness and overall well-being, we can discuss how I can support you on your journey."



# Suggested activity in teams

- Participants are divided into pairs.
- Set a timer for each pitch (1-2 minutes).
- Partner A will be the pitcher, and Partner B will be the listener.
- Partner A has the allotted time to deliver their pitch, focusing on introducing themselves, their expertise, and the value they offer.
- Partner B actively listens to Partner A's pitch without interrupting.
- After the time is up, Partner B provides feedback.
- Switch roles, with Partner B becomes the pitcher and Partner A the listener.
- After completing the activity, group discussion to share insights, lessons learned, and strategies for improvement.

# Conclusions





# Conclusions

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An elevator pitch is a concise and compelling introduction that showcases your value.

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It is a powerful tool to make a memorable first impression and spark interest.

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Crafting an effective elevator pitch requires clarity, brevity, and relevance.

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A well-crafted pitch highlights your unique skills, expertise, and value proposition.

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Practice is key to delivering a confident and impactful elevator pitch.

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An elevator pitch is essential for networking, job interviews, and professional interactions.

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It helps you stand out, differentiate yourself, and create opportunities for further engagement.

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By mastering the elevator pitch, you can effectively present yourself and leave a lasting impact on others.



# References and additional resources





# References

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- Chelminski, P., & Panda, M. Preparing Your Pitch. Caring for Caregivers to Be, 270.
- Faust, B., & Faust, M. (2006). Pitch Yourself: The Most Effective CV You'll Ever Write. The Best Interview You'll Ever Give. Secure the Job You Really Want. Pearson Education.
- Perruchet, M. (2016). One Perfect Pitch: How to Sell Your Idea, Your Product, Your Business—or Yourself. McGraw-Hill Education.
- Woodard, J. (2011). Pitching to Win. Lulu. com.

# Additional resources

- How to introduce yourself. Available at:  
<https://www.youtube.com/watch?v=V1xt7zgnuK0>
- How To Introduce Yourself In An Interview! Available at:  
<https://www.youtube.com/watch?v=wexzvCIUcUk>
- Best ways to introduce yourself. Available at:  
<https://www.youtube.com/watch?v=keZnAtBxO-c>



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