## **Elevator Pitch**

### Communicating a compelling message concisely



- In this exercise, you will be defining your short communication "pitch" which describes who you are and what you do to someone who is unfamiliar with you.
- Below, the three boxes are a part of a 30-second "elevator pitch." The elevator pitch has a "Why-How-What" construction. In about 30 seconds, you can say about 70 to 80 words. You will write around ~25 words (~ 2 sentences) for each box to answer the prompts.
- · Combine your answers from the three boxes (Why / How/ What) and you have an outline of a 30-second elevator pitch. You do not need to recite this pitch verbatim when you meet someone. Feel free to improvise depending on the situation.
- You will probably need to practice this pitch a number of times before you will be familiar enough with it to have it flow more effortlessly into your conversation.

- · What is your title/role?

What is the problem/Issue that you are focused on?
Why is the problem/ issue import- ant to address

#### HOW

- · What is causing the problem/issue?
- How is your (unique) approach going to address the issue?


### WHAT

- · What projects are you working on?
- · What do you plan to do next?
- What do you need help with?


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