

WWW Elevator Pitch Station

Objective: Empower participants to craft and deliver a clear, confident 30 second pitch that communicates who they are, what they care about, and why it matters. This will prepare them for a job interview, a networking event, a classroom or a presentation.

Why It Matters

- First impressions, especially in professional and public settings.
- A strong pitch helps others understand your purpose, passion, and potential.
- Whether you're a student, industry partner, or advocate, your voice can open doors and build connections.

Materials Needed

- “Elevator Pitch Builder” worksheets (see template below)
- Timer or stopwatch
- Microphone (optional)
- Elevator Pitch Poster

Activity Instructions

1. Warm-Up Discussion

Ask: *What’s an elevator pitch? Why is it useful?*

Share: *It’s a short, powerful way to introduce yourself and spark interest.*

Model: Give your elevator pitch as an example

2. Build Your Pitch

- Participants fill out the worksheet.
- Encourage them to focus on clarity, authenticity, and purpose.

3. Practice & Present

- Each participant delivers their pitch aloud (timed to ~30 seconds).
- Offer positive feedback and critique

Tips to Go:

- Remind participants: Your pitch is a conversation starter, not a script.
- Pay attention to tone, body language, and message clarity.
- Encourage eye contact, natural tone, and a confident close.
- Celebrate unique voices—every pitch is different!

Elevator Pitch Builder

Complete the 5 steps to crafting your elevator pitch to perfection

- 1. Introduce Yourself (Name and share something unique about yourself that will make a great first impression)**

- 2. Highlight Your Skills (education, activities, or accomplishments)**

- 3. Show Your Value (Explain your strengths and why you're a great fit)**

- 4. End with a Question (Wrap it up by asking something that will keep the conversation going)**

- 5. Practice, Practice, Practice (Rehearse your pitch until it feels natural and confident)**

THE ELEVATOR PITCH

An elevator pitch is a way of briefly introducing yourself while getting across a few key points about yourself. An elevator pitch is essential to making a good first impression and creating a connection. This is a way to highlight your strengths and describe your objectives in an engaging way that leaves the listener wanting more!

STEPS TO CREATE YOUR PITCH:

- 1 State your name in a way that shows your uniqueness
- 2 State your education & extracurriculars. If you have professional experiences, this would be the time to spotlight them
- 3 Explain why you are a good candidate. Share details that show your value
- 4 Finish pitch with a question
- 5 PRACTICE

