

## Elevator Pitch Assignment – 15 points

**Directions:** Create a 30-second elevator pitch. Be sure to stand up for your video recording. Your completed elevator pitch should be no more than 30 seconds and no less than 20 seconds in length.

**Note:** Deductions apply for failing to meet or exceeding the time requirements for any video assignment. Refer to the rubric below for a list of “performance” elements that will be used in evaluating your elevator pitch. This rubric does not include the required time frame or content expectations for your elevator pitch.

The goal of an elevator pitch is to answer the most common interview question, “Tell me about yourself.” Your elevator pitch should be a short summary of your answer to two key questions the employer has: “Why should we hire you” and “What’s in it for us?” You want to focus on your KSAs (knowledge, skills, and abilities) and your relevant experience(s). We’ll complete a worksheet in class to help you build an outline of your elevator pitch.

You will use the Panopto video recording system to record your elevator pitch. Refer to the *Panopto video recording website instructions* document for step-by-step instructions for downloading the Panopto recorder, creating your video, and viewing videos in Panopto.

### Resources:

Complete the elevator pitch worksheet to help you identify what to include in your elevator pitch and the organization of your pitch.

You may also choose to do some online research to find out more about what makes a good elevator pitch. Watch this short video (“What is your elevator pitch?”) to learn more about what an elevator pitch is, tips on what to include in your elevator pitch, and the many uses for your elevator pitch:

<http://www.youtube.com/watch?v=fLNpjFOsMfo&feature=endscreen&NR=1>

**Remember:** The goal of an elevator pitch is to answer the question “Tell me about yourself.” You’ll use different versions of your elevator pitch in many situations now and in the future, including job fairs, networking events, professional meetings and conferences, and even social situations. Practice your elevator pitch in the mirror before recording it to polish your delivery. Be sure to use appropriate gestures, facial expressions, and enthusiasm! Be yourself. Be professional and confident in your delivery.

You can record your elevator pitch as many times as you like in Panopto. Just be sure you have only one video in the assignment folder. Check the assignment folder in Panopto to make sure your video has uploaded correctly. Good luck and have fun with this assignment!

### Elevator Pitch Rubric – Performance Elements (time and content evaluated separately)

**1 = needs work; 2 = room for improvement; 3 = effective**

Criteria:	Rating
Appearance	
Eye contact	
Gestures	
Posture and movement	
Facial expressions	
Intonation, pitch, emotion	
Volume and diction	
Rate of speaking - speed, tempo	