

## **Elevator Pitch Assignment**

An elevator pitch is a short (30-60 second) spiel you have prepared to quickly impart knowledge in an interesting manner to potential employers, investors or buyers. As seniors in AGB you will have an opportunity to attend the Ag Showcase reception. At this event faculty, alumnae, industry members and graduating students all mingle in a social environment. That makes this the perfect place to network! Suppose you see the representative from your dream job. How do you approach them? What do you say? This assignment will help you answer those questions.

I have included on PolyLearn two resources: a short video and a blog entry that give tips on how to craft an elevator pitch. There are hundreds more resources available online, depending on your personality, strengths and interests. I encourage you to spend some time learning what elements the experts suggest are necessary for a strong elevator pitch.

For this role-playing assignment you will have two partners and form a triad. Each of you will take turns acting as a hiring manager, a student that has seen the person in charge of hiring for their ideal company, and an observer. The scenario is that you *are at an industry mixer*. Suppose you *spot the hiring manager for your ideal company*. As a potential future employee you need to walk over, introduce yourself, make some small talk and then naturally delve into your elevator speech. Make sure to do this as yourself, highlighting your current actual skills and experience! The student acting as the hiring manager will engage in social conversation and allow for the conversation to flow naturally. The third person will record this interaction and fill out the rubric below. Then switch!

Each person will hand in:

- 1) A copy of the rubric/review your partner made for you
- 2) Your elevator speech and a self-assessment paragraph explaining why you included what you did and how you would improve the speech and/or the interaction.
- 3) A link to your video on youtube (on PolyLearn)

<https://wp.wvu.edu/westernonlineresources/files/2016/08/How-To-Upload-Videos-to-YouTube-2e2e09p.pdf>

**Note: This is a learning experience and there is no benefit from collusion when it comes to peer assessment. Specifically, if I watch the video and feel there is a significant difference between the role play and the review of the 3<sup>rd</sup> party observer then they will have points deducted from their own grade.**

Review of:			Reviewer:	
Content	Below Average	Average	Above Average	Comments
Overall (Good body language, speaks clearly, addresses prompt etc.)				
Handshake and Introduction				
Ability to make small talk				
Transition from small talk to actual interest in the company				
Pitch is tailored to company				
Pitch (not including intro and concluding conversation) lasts the correct amount of time (30-60 seconds)				
Pitch gives relevant information and explains significance.				
A follow-up question to set up another conversation/interaction				

**Overall Comments on how your partner could improve:**