



Elevator Pitches

Describe ideas in a quick and concise way

TIME

10-15 minutes



MATERIALS

None

TEAM STAGE

Any Stage

SUMMARY

Come up with a quick and concise pitch to easily explain an idea, event, or group.

SET UP

- Assign partners to work on elevator pitches together.

INSTRUCTIONS

- Tell the group that you are going to be writing elevator pitches. Let them know what their elevator pitch should be about. Depending on the needs of the group, the elevator pitches can be about the group or organization, an upcoming event, or an idea that a person is working on.
- Explain that an elevator pitch is a short description of an idea or group that explains it in a way that interests the listener in a short period of time. For instance, you could start talking to someone when you get in an elevator and convince them of your point by the time you got to your floor.
- Have each pair determine who their audience is, what information is important for that audience to know, and what tone is appropriate for that audience (for example, pitches to peers should be exciting, pitches to adults should be professional, and pitches to admin should be persuasive).
- Have each participant write a draft of their elevator pitch. Then, have each participant practice delivering their elevator pitch to their partner. Partners should provide each other feedback and help each other revise their elevator pitches.
- Allow the partners to continue practicing and revising their elevator pitches until they feel good about them.
- Have a few volunteers deliver their elevator pitches in front of the group.
 - **Facilitator Note:** Delivering an elevator pitch in front of a whole group can be more high risk than delivering it to just one partner. Make sure participants feel comfortable doing this, and make sure the group is supportive and not overly critical if they provide feedback.

VARIATIONS

- If participants are struggling to start their elevator pitches, provide a fill-in-the-blank type structure to use, such as "Hello, my name is ____ and I am a member of _____. Our organization does ____ and _____. I really like being a part of this group because _____. I hope that you will _____."



Small Group: To facilitate this activity for a small group, have everyone work together on one elevator pitch that they can all use.



Online: To facilitate this activity virtually, put pairs in breakout rooms to write and practice their elevator pitches. Then, bring everyone back to the main meeting room to have volunteers deliver their elevator pitches for the larger group.





VARIATIONS *(continued)*

- **Asynchronous:** To facilitate this activity asynchronously, send participants a description of what makes a good elevator pitch and an example of an elevator pitch to use as a model. Then, have them write and record their own elevator pitches. Have them submit their videos to an instructor for feedback or, for a higher risk variation, have them upload their videos to a shared folder and create a shared document where participants can type feedback to each other after watching all of the videos.

DEBRIEF QUESTIONS

- What:
 - How do you feel about the elevator pitch you created?
 - What was easy or difficult about coming up with your elevator pitch?
 - So What:
 - Why is a strong elevator pitch important?
 - What situations can an elevator pitch be used in?
 - Now What:
 - After going through this activity, what might you change or add to your elevator pitch?
 - When might you be able to use the elevator pitch you just came up with?
- **Facilitator Note:** These questions can be used to guide your debrief, however, pick the questions that best match your group's experience and add or change questions as needed.