

Delivering Effective Business Presentations



Assignment 03:

The 30-Second Elevator Pitch

Deadline: 9:00 AM Wednesday, Nov. 3 **Value:** 35 points

Directions:

- Write a 30-second elevator pitch based upon the recommended format in the article, “*Why nailing your elevator speech is crucial.*” Your initial response to the question, “What do you do?” should be **no more than one sentence in length**. The followup story should be **no more than three sentences in length**.

e.g. *I teach people how to make money.* (This is my response to “What do you do?”)
- Write a supporting story for your speech that you would use if the listener asked you to tell more. (The format and contents of which are also detailed in the article.)

e.g. *I’ve been a community college business teacher for more than 30 years. Currently I’m focused on teaching business communications online. It’s quite challenging. Have you had any experience with Internet conferences?* (This is my follow-up to “tell me more.”)
- Key your document following the format example given below.** Don’t forget to add your name and assignment information to the top of the document.
- Save the document as **Your Name 30 Second Pitch** . e.g. M Widdel 30 Second Pitch
- Upload the document to the D2L **Asgn 03** drop box by the required deadline.

Format your document like this...

Mark Widdel, BUS 1121
Assignment 3, 30-Second Elevator Pitch

Response to “What do you do?”

Cras felis turpis sagittis eget auctor at ornare eu sem donec faucibus bibendum vestibulum.

Response to “Tell me more.” (Your follow-up story)

In hac habitasse platea dictumst. Pellentesque non dictum ipsum. Etiam ac mi urna nulla sodales congue purus sed tempor. Nunc mollis hendrerit nisl et porta nam sem enim laoreet vitae hendrerit in iaculis vitae tellus.

Criteria for Evaluation

Your response to “What do you do?”

- was limited to a single sentence.
- is attention-getting.
- generates listener interest.
- is well-phrased.

Your response to “Tell me more.”

- was limited to three sentences or less.
- holds the listener’s attention.
- provides the listener with additional details about what you do.
- is well-phrased.
- ends with a question that engages the listener in a professional manner.

The formatting of your submitted document reflected these factors:

- the document was saved in MS Word compatible format.
- your name and the assignment information was included at the top left of the page.
- the headings that were given in the assignment’s format guidelines were used.
- the body text information was formatted with single spacing.
- a standard font and type size was used which made the document easily readable.
- spell-check was run successfully.
- grammar usage reflected professional business standards.

The document submission.

- document was named as directed.
- assignment deadline was met.
- assignment was uploaded to the correct drop box.