



## The Heart of Mentor Network Program

### Workshop 1 Elevator Pitches and Making Connections



In this workshop, you will learn about the importance of creating your very own elevator pitch and start to create your very own. You will have the opportunity to put your elevator to pitch at the end as you meet and work with mentors.



## Activity 1.1, Personal Elevator Pitch Example

{Creating a scenario}

*Nice to meet you. I'm Lisa Dominguez. I'm a third year Communications degree major at [X] College, and I'm a big fan of your company. I have two years of experience in managing social media content for my university and I love it. Actually, last summer I interned for \_\_\_\_\_, as a social networking intern. I was able to manage their Instagram, Facebook, and Twitter, where we saw an increase in users following the account and more visits on our official company website. I'd really like to learn more about your company. Is it possible to get your business card? I want to follow up with you for an informational interview.*

### Questions to Answer:

1. What do you think works about Lisa's elevator pitch?
2. What do you think doesn't work about her pitch? How would you change it? What would add on to it?



3. On a scale of 1–5, with 1 being unacceptable and 5 being excellent, how would you grade this elevator pitch in terms of the Six C's? Explain your rationale for each.

Conversational: \_\_\_\_\_ Why?

Compelling: \_\_\_\_\_ Why?

Clear: \_\_\_\_\_ Why?

Customized: \_\_\_\_\_ Why?

Concise: \_\_\_\_\_ Why?

Credible: \_\_\_\_\_ Why?



## Activity 1.2, Writing Your Personal Elevator Pitch

**Directions:** You have 30 seconds to introduce and pitch yourself to a prospective employer at a networking event. Use the following prompts to help you draft a personal elevator pitch.

Remember, this pitch is just a template; you will always customize your pitch to your audience.

### Personal Information

**Name:**

**School:**

**Major or Area of Study:**

**Work Experience (or field or industry of interest):**

### Your Pitch Template

Hi, my name is \_\_\_\_\_ . I am a [first-year] student at \_\_\_\_\_ working toward a degree in \_\_\_\_\_. I'm interested in \_\_\_\_\_. I recently \_\_\_\_\_. Could I [contact you for an informational interview/email you/etc.] sometime to find out more about what you do/your company?

**Write your own elevator pitch here:**



IF time allows you can sometimes add more information about yourself, what you are currently doing and what you hope to do in the future.

**Your Ambitions/Aspirations/Career Goals:**

**Your Interests/Hobbies:**

**Your Academic Achievements:**

(e.g., awards, scholarships, projects, achievements):

**Revised Elevator Pitch (After Networking Activity):**



## Activity 1.3, Feedback on Your Personal Elevator Pitch

**Directions:** As you practice your personal elevator pitch in different contexts with Mentors, take notes on the feedback you receive.

In your feedback, identify both strengths and weaknesses. Consider a compliment sandwich.

**Pitch 1 Scenario:** \_\_\_\_\_

Feedback:

**Pitch 2 Scenario:** \_\_\_\_\_

Feedback:

**Pitch 3 Scenario:** \_\_\_\_\_

Feedback: