Elevator Pitch Quick Guide and Worksheet

What is an Elevator Pitch?
An elevator pitch is a key networking tool used to tell a succinct, intriguing, and tailored story in 1-2 minutes with the goal of getting your audience to want to learn more.

Crafting an Elevator Pitch
• Start broad and have a hook to draw in your listener
  o Appeal on an emotional level
• Tell a story
  o Define the larger problem you seek to solve
  o Identify the unmet need
  o Introduce your approach to solving the problem
    ▪ Talk about how your approach is unique
    ▪ Stay free of jargon
  o Talk about what you hope to achieve and the future directions of your work
  o Finish with a strong statement about yourself, your work, or the broader impact of your work
• Remember to be confident and polite

Create your elevator pitch:
What is your hook? Why should your listener care?

What is the specific problem you are addressing or what are your goals?

What is your unique contribution/approach in solving the problem?

What is your closing? Finish strong.
Resources:

“Perfecting your elevator pitch - what to do and what not to do!”
PricewaterhouseCoopers
https://www.youtube.com/watch?v=O6U9OGpvV78

Broad MIT Elevator Pitch Guide
http://mitcommlab.mit.edu/broad/commkit/elevator-pitch/

2012 ASCB Elevator Speech Contest- 1st Place (Short) Kiani Gardner
https://www.youtube.com/watch?v=KHIgjdVQJHQ

“Communication: Two Minutes to Impress” by Roberta Kwok, naturejobs.com
https://www.nature.com/naturejobs/science/articles/10.1038/nj7435-137a