



Developing Your Pitch



Goals of this seminar:

- Members develop and prepare an elevator pitch.
- If applicable: Members review their resume for alignment with their elevator pitch.
- If applicable: Members build relationships with Pi Phi alumnae who work in a field that interests them.

Fraternity Values:

- Lifelong Commitment
- Personal and Intellectual Growth

Suggested Facilitator: Vice President Member Experience, Director Lifelong Membership or Director Academics

Room setup/materials needed:

- A projector and A/V equipment if you select the video introduction.
- A white board/chalk board or flipchart.
- Extra paper and pens for members if they forget to bring some.
- If you plan to use option 2 for your conclusion, ask members to bring a copy of their resume.
- You can also invite alumnae in the area to join your chapter for this seminar. They can be experts to provide advice and help members practice giving their elevator pitches!

Getting started:

- The facilitator should walk through this seminar prior to presenting it to make sure they're comfortable with the material.
- Talking points are indicated with normal font and in quotation marks. Please use these as speaking guidelines but be sure to make the presentation your own.

- Facilitation instructions are indicated with italicized font. These are hints you might find helpful when administering the material. Most importantly, have fun! The more excited and engaged you are, the more participants will be.
- If you are holding this workshop during a chapter meeting, or another time where cell phones aren't usually allowed, let participants know they will need them for this activity.

≡ Introduction: Developing Your Pitch

≡ Part 1: Developing Your Pitch

≡ Part 2: Developing Your Pitch

≡ Conclusion: Developing Your Pitch

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Introduction: Developing Your Pitch

The Elevator Pitch

“ Welcome everyone! Today we will focus on our future careers, and how our Pi Phi membership and experiences can benefit us in the job search. We will also learn how to best describe the impact of our membership when networking, interviewing or speaking casually with someone who could become an important contact in the future.

We will start by learning about an elevator pitch so we can eventually draft and practice our own. The elevator pitch was originally designed so if you shared an elevator with someone you wanted to network with, you would be able to leave a positive impression and tell them about yourself, your goals, and how you can benefit their company, field or school in 30 seconds or less. While you might not physically share an elevator with someone, you can use an elevator pitch in an email introduction, virtual conversation starter or when updating your LinkedIn profile's "About" section. ”

OPTION 1: ELEVATOR PITCH VIDEO

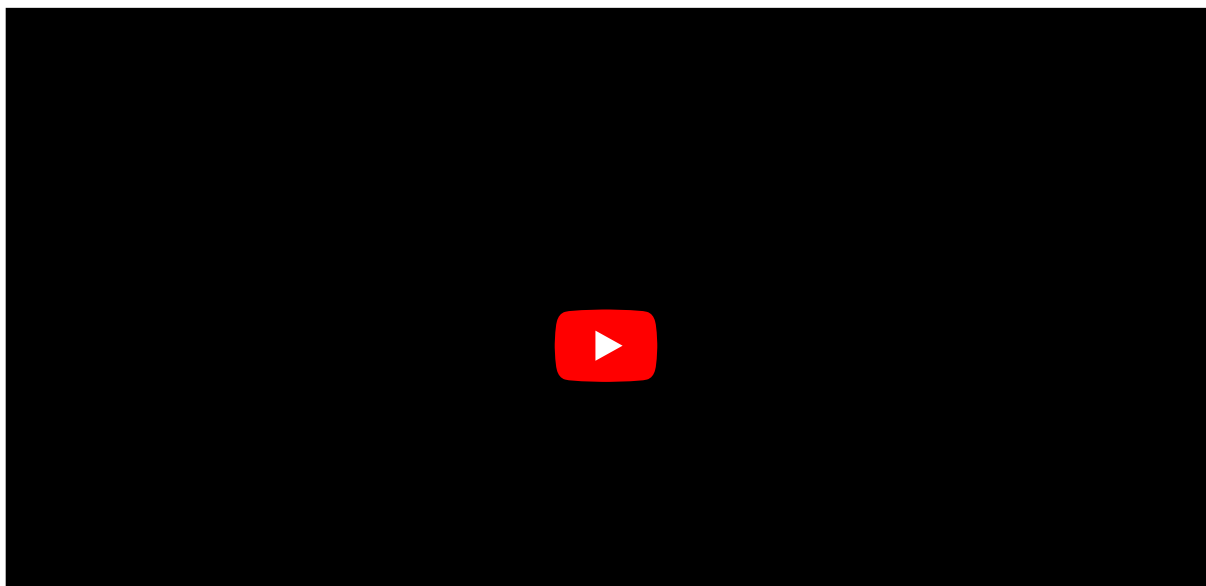
OPTION 2: ELEVATOR PITCH EXA...

This option is better for chapters with access to a projector or other video sharing equipment.

“ Let's watch a quick video on how to create an elevator pitch! This video covers four simple steps to help draft your own elevator pitch. We have these four steps listed on the board/flipchart/PowerPoint slide, so don't worry about taking notes during the video. ”

You will want to start the video around 1:28 minutes and can end the video around 6:00 minutes.

“ Are there any questions about the four steps to creating an elevator pitch? ”
Check if the group has any questions before moving on.





OPTION 1: ELEVATOR PITCH VIDEO

OPTION 2: ELEVATOR PITCH EXA...

This option is better for chapters without access to a projector or video sharing equipment.

“ We'll review four simple steps to creating your own elevator pitch using an example pitch to help explain each step. Let's check out the four steps listed on the board/flipchart/PowerPoint slide.

Have an example elevator pitch on a funny, but appropriate, or school related topic prepared. A Pi Phi-related example is shared under each of the four steps below as an example.

- Who are you and who do you help?
- Why are you passionate about what you do?
- What makes you unique?
- How does the current opportunity relate to your goals and aspirations?
- Now, here's an example elevator pitch with information for each step.

Share the example elevator pitch with the chapter.

- Who are you and who do you help?
 - Example: I am a Pi Phi and I help donate books and my time to underserved schools and students.
- Why are you passionate about what you do?
 - Example: I'm passionate about ensuring children have access to books because it's a critical step toward greater equity in education.
- What makes you unique?
 - Example: What makes me unique are my personal strengths and how I work with others.
- How does the current opportunity relate to your goals and aspirations?
 - Example: I am thrilled to learn that your company/field/school's vision of the power of education aligns with my aspirations as a member of Pi Beta Phi to create a more literate and productive society.

Are there any questions about the four simple steps to creating an elevator pitch?”

Answer or discuss any questions from members before moving on.

Members can use the online Leading with Values module to reference each step. Send them the link to this seminar and direct them to the "Participant Activities" tab on the left side. There, they will find the prompts above.

CONTINUE

Part 1: Developing Your Pitch

Create Your Own

OPTION 1: SMALL GROUP DISCUSS...

OPTION 2: TWO TO THREE PERSON...

This option is better for small and medium chapters with adequate space.

“ Now we'll break into small groups of about 5-7 around the room to think through and outline our individual elevator pitches. Here is what each of you should consider and then discuss as a group:

- Pick a person, company, field or graduate school you are interested in and plan your elevator pitch like you are speaking with them.
- Brainstorm how your membership and experience in Pi Phi can make you an asset to that team, company, field or graduate school.
- You can think about the expectations and responsibilities of membership, the Pi Phi values that resonate with you or any leadership role you have held within Pi Phi.
- Create a bullet point outline of your elevator pitch.
- A good way to organize this outline is to write out the four steps or to number your paper one through four.

Brainstorm who you help or want to help, what you are passionate about and why, what makes you unique and how the person, company, field or graduate school you are interacting with relates to your goals and aspirations. We will take about 10-15 minutes in small groups to complete your bullet-point outline. ”

Assign the members to groups or ask them to gather with people near them. If alumnae are participating, make sure to disperse them across the groups or have them check on a few groups during this time. Make sure to give your members five-minute and two-minute warnings to keep them on track.

Members can use the online Leading with Values module to reference each bullet they need to discuss. Send them the link to this seminar and direct them to the "Participant Activities" tab on the left side. There, they will find the prompts above.

OPTION 1: SMALL GROUP DISCUSS...

OPTION 2: TWO TO THREE PERSON...

This option works better for medium to large size chapters without adequate space.

“ Please turn to the person or two people next to you. As a pair or group of three, you will think through and outline your individual elevator pitches. Here is what each of you should consider and then discuss as a pair or small group:

- Pick a person, company, field or graduate school you are interested in and plan your elevator pitch like you are speaking with them.
- Brainstorm how your membership and experience in Pi Phi can make you an asset to that team, company, field or graduate school.

- You can think about the expectations and responsibilities of membership, the Pi Phi values that resonate with you or any leadership role you have held within Pi Phi.
- Create a bullet point outline of your elevator pitch.
- A good way to organize this outline is to write out the four steps or to number your paper one through four.

Brainstorm who you help or want to help, what you are passionate about and why, what makes you unique and how the imaginary person, company, field or graduate school you are interacting with relates to your goals and aspirations. We will take about 10-15 minutes in pairs or groups to complete your bullet-point outline. ”

Ask the members to turn to one person or two people near them to form pairs or groups of three. If alumnae are participating, make sure to disperse them across the groups or have them check on a few groups during this time. Make sure to give your members five-minute and two-minute warnings to keep them on track.

Members can use the online Leading with Values module to reference each bullet they need to discuss. Send them the link to this seminar and direct them to the "Participant Activities" tab on the left side. There, they will find the prompts above.

CONTINUE

Part 2: Developing Your Pitch

Practice

“ Okay, let’s bring it back together! Each of you should now have a bullet-point outline of your elevator pitch. This is something you can continue to expand upon, refine and update after today.

Next, you’ll have an opportunity to practice delivering your elevator pitch to someone and receive some feedback. ”

OPTION 1: SMALL GROUP FEEDBACK

OPTION 2: PARTNER FEEDBACK

This option is better for chapters who chose Option 1 in Part 1.

“ In your same small groups around the room, practice giving your elevator pitch to one or two other Pi Phis. Each pitch should be around 30 seconds. The Pi Phis who listen to your pitch then have 30 seconds to give you some constructive feedback on what went well and what could be improved upon. You should then switch roles so the other Pi Phis in your group can share their pitch with you and receive feedback as well. We will take about five minutes to complete this exercise. ”

If alumnae are participating, make sure they are included! Based on numbers, a chapter member can pair up with an alumna and have more time to practice their elevator pitch and receive feedback, or each alumna can listen to a few pitches and provide their thoughts in addition to feedback from chapter members.

OPTION 1: SMALL GROUP FEEDBACK

OPTION 2: PARTNER FEEDBACK

This option is better for chapters who chose Option 2 in Part 1.

“ In your same pairs or groups of three, practice giving your elevator pitch to one or two other Pi Phis. Each pitch should be around 30 seconds. The Pi Phis who listen to your pitch then have 30 seconds to give you some constructive feedback on what went well and what could be improved upon. You should then switch roles so the other Pi Phis in your pair or group can share their pitch with you and receive feedback as well. We will take about three minutes to complete this exercise. ”

If alumnae are participating, make sure they are included! Based on numbers, a chapter member can pair up with an alumna and have more time to practice their elevator pitch and receive feedback, or each alumna can listen to a few pitches and provide their thoughts in addition to feedback from chapter members.

CONTINUE

Conclusion: Developing Your Pitch

Debrief

OPTION 1: GROUP REFLECTION

OPTION 2: DEBRIEF AND RESUME ...

This option is best for chapters with limited time.

“ Before we wrap up today, let’s take some time to debrief.

You can ask the whole chapter these questions and have them share responses as a large group, or you can give members the chance to pair and share before sharing responses with the larger group.

- What is something new you learned today?
- How did you feel when practicing your elevator pitch?
- What is a helpful piece of feedback you received today?
- How has Pi Phi helped you become an asset for the team, company, field or graduate school you are interested in? ”

You may want to research the resources your campus offers in resume writing and review and interview preparation. Have these offices and their contact information ready to share with the members either during the seminar or afterward via email.

“Thank you for your time and participation today! We accomplished a lot during this time — creating elevator pitches, sharing them with one another and giving each other some constructive feedback. We hope you found this seminar helpful in preparing for your future careers! ”

OPTION 1: GROUP REFLECTION

OPTION 2: DEBRIEF AND RESUME ...

This option is best for chapters who would like to take extra time to review resumes.

“ Before we wrap up today, you have the opportunity to review your resumes and make sure they align with your elevator pitches.

When reviewing your resume, ask yourself if the way you describe your experiences and what you can bring to the table is similar to your elevator pitch. Is there anything you should add? Something you can make more descriptive or unique? How can you reword parts of your resume?

We will take five minutes to review and note any edits to our resumes. You can do this individually or with the person sitting next to you. ”

Give a one-minute warning.

“ Okay! Remember that both your elevator pitch and resume are living documents — they should be updated and refined as your experiences and interests develop. ”

You may want to research the resources your campus offers in resume writing and review and interview preparation. Have these offices and their contact information ready to share with the members either during the seminar or afterward via email.

“ Thank you for your time and participation today! We accomplished a lot during this time — creating elevator pitches, sharing them with one another, giving each other some constructive feedback and reviewing our resumes for alignment. We hope you found this seminar helpful in preparing for your future careers! ”

Survey

Provide the following link to four members of your chapter, one from each class. You and those four members will complete the Leading with Values seminar survey to provide feedback to Pi Beta Phi.

piбетaphi.org/lwvfeedback

References

Video: [How To Create A KILLER 30 Second Elevator Pitch \(4 SIMPLE STEPS\)](#).

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Participant Activities

Introduction: Parts to an Elevator Pitch

- 1 Who are you and who do you help?
- 2 Why are you passionate about what you do?
- 3 What makes you unique?
- 4 How does the current opportunity relate to your goals and aspirations?

Part 1 Reflection and Discussion

- 1 Pick a person, company, field or graduate school you are interested in and plan your elevator pitch like you are speaking with them.
- 2 Brainstorm how your membership and experience in Pi Phi can make you an asset to that team, company, field or graduate school.

You can think about the expectations and responsibilities of membership, the Pi Phi values that resonate with you or any leadership role you have held within Pi Phi.
- 3 Create a bullet point outline of your elevator pitch.

A good way to organize this outline is to write out the four steps or to number your paper one through four.

Thank you for engaging in this seminar, today! Please fill out this survey to give feedback on this *Leading with Values* seminar: Developing Your Pitch

[Complete the Leading with Values survey.](#)

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