

Elevator Pitch Workshop

Introduction

If you want to be a successful entrepreneur, CEO or leader, you have to be able to sell; sell your ideas, yourself, your products and services. If you are looking for a job or a promotion today, it helps to have the skill set of an entrepreneur including the ability to pitch your ideas successfully. Typically, you've got just one or two minutes to do that! If you succeed, you will get to use your creativity, your initiative and your energy in an exciting new project of your own design and get that promotion too... This workshop is designed to help you understand what makes up a great elevator pitch and help you prepare one plus give it as well.

Objective

To significantly improve the ability of entrepreneurs and intrapreneurs (people who want to learn and use the skill set of the entrepreneur* but who don't like the risk profile of being an entrepreneur) to deliver a successful two-minute elevator pitch.

(* The entrepreneur skill set includes among other things: creativity, innovation, adaptability, discipline, focus, business modeling and planning, bootstrap capital, smart marketing (guerilla marketing and social marketing), finding launch clients, checking everything, doing everything in parallel, ability to think on their feet and sell, sell, sell.)

Duration

The Elevator Pitch Workshop will run for 90 minutes. (The workshop may also be done in just 60 minutes by eliminating the description of the scenarios and leaving that to the individual groups to work through on their own.)

Agenda for Elevator Pitch Workshop

- How to Make a Great Elevator Pitch (15 minutes)
- Describe Scenarios to be Pitched and divide into Teams (30 minutes)
- Preparation by Teams — each attendee will join a group and work in their groups to prepare their 2-minute pitches. Each group will select one member to make the pitch. (20 minutes)
- Elevator Pitches — two minutes each plus one minute of feedback. Each pitch will be recorded and may be placed online. (20 minutes).
- Summary (5 minutes).

Teams

Teams should consist of from two to four persons. Each team must declare which scenario they wish to pitch. More than one team may elect the same scenario. However, we will require that at least one team present on each scenario so the organizers reserve the right to re-assign teams. The organizers may also want to assign teams to scenarios by random draw.

How to Make a Great Elevator Pitch

Attendees must pre-read, if possible:

<http://www.eqjournalblog.com/?p=339>.