

Getting Your Point Across

Communication Skills, Module 3

AGENDA



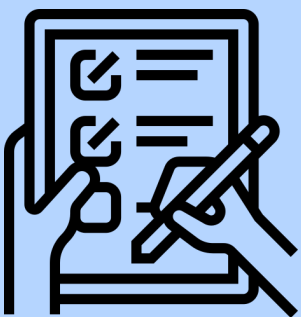
1. Brainstorm: Have you ever found yourself trying to explain something to someone and as you talk, you realize that the person is not getting what you are trying to say? What do you think is getting in the way of your communication?



2. Individually or in pairs, create an elevator pitch for a scenario from the list provided. When you have completed the task, be prepared to share your elevator pitches to the class.



3. Reflect: If I learn to be more effective in my communication, how might this help me to get more of what I want?



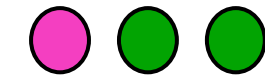
BRAINSTORM



Have you ever found yourself trying to explain something to someone and as you talk, you realize that the person is not getting what you are trying to say? What do you think is getting in the way of your communication?

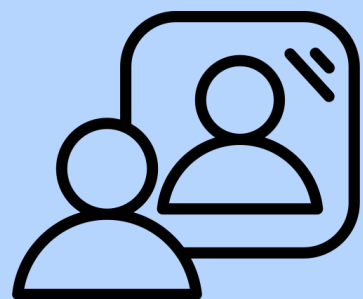
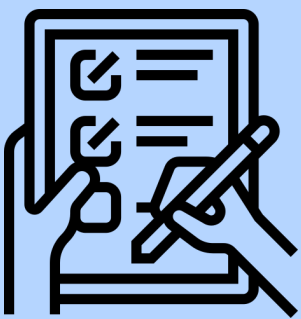


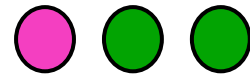
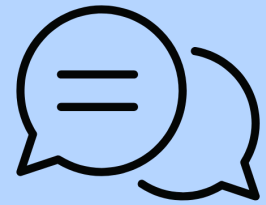
DISCUSS



Do you know that a study by Microsoft found that people focus on a conversation for only about 8 seconds?

That's really not a lot of time to get your point across!

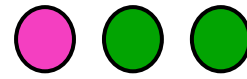
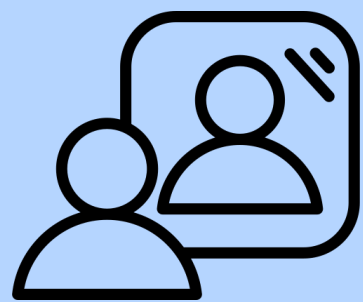




DISCUSS



An **elevator pitch** or speech is only about 30 seconds long. It typically has 5 parts that we are going to cover today and then practice writing and delivering.



DIVE IN



1. Introduction

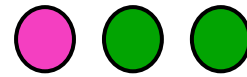
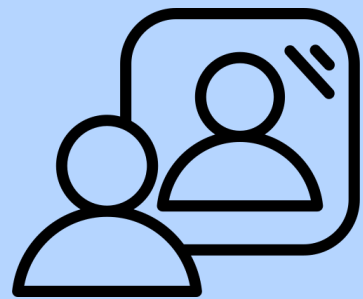
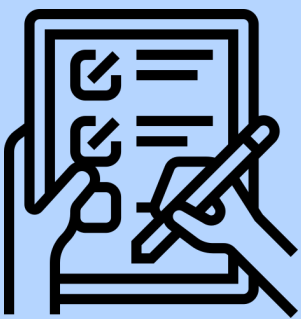
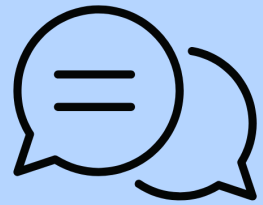
- Introduce yourself and make it personal. Try to connect your introduction to the person that you are speaking to. Why should they care who you are?

2. Identify the Problem

- Present the problem and relate it to the real world and your audience. If your problem is complicated, try using an example or paint a picture of the situation.

3. Present a Solution

- Offer a solution to the problem that you've identified. This is the most important part of your speech, so make sure to personalize it to fit your audience. For example, if you're talking to your friends, use terms they understand. If you're talking to your parents, don't use a lot of terms that they just won't get.



DIVE IN

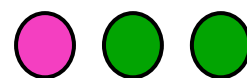
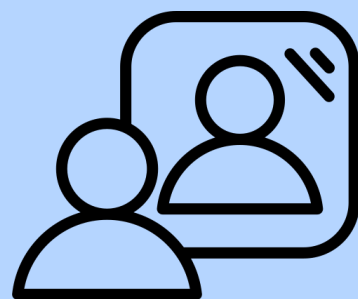


4. Defend your Solution

- Why is your solution the best one?

5. Take Action

- Call to action! End on a high note with either a visual or a question designed to get them thinking about the picture you've been painting for them.



ACTIVITY



Individually or in pairs, create an elevator pitch for a scenario from the list provided. When you have completed the task, be prepared to share your elevator pitches to the class.



Worksheet

Name: _____

Date: _____

Getting Your Point Across

Tips for delivering a great elevator pitch.

1. Stick to what you've prepared. Don't get off task
2. Speak slowly and clearly. When people are nervous, they can tend to rush through what they want to say
3. Record yourself giving your pitch so that you can see what the other person will see.
4. Practice makes perfect! Try it in front of family and friends and get feedback.

Scenario choices:

1. Asking parents to stay out later, 2. Asking parents to borrow the car, 3. Asking the teacher to extend a due date, 4. Asking someone out on a date

Introduction:

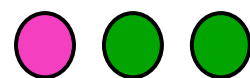
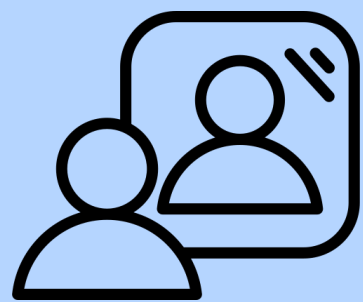
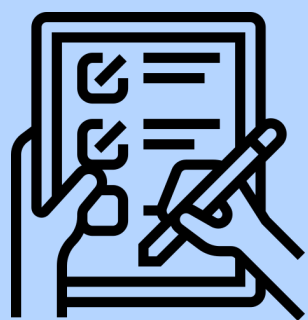
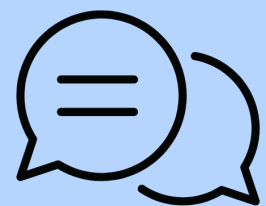
Problem:

Solution:

Why your solution is best:

Call to action:

Reflect: If I learn to be more effective in my communication, how might this help me to get more of what I want?



REFLECT



If I learn to be more effective in my communication, how might this help me to get more of what I want?





Extend & Enrich

Look at the elements of a TED Talk and have students identify these elements in a TED Talk that they find compelling.
The TED Talk “C” Principles.

The TED Talk “C” Principles

5 tips for your own presentations.

By **Diana L. Howles, MA** - January 28, 2015



It's no accident that some TED talks have received millions of hits worldwide. What is it that makes a TED presentation so engaging? Why are we driven to watch them again and again? TED talk presenters share one key foundational element—connection. They have the ability to *connect* effectively with their audience—whether they're playing an instrument, sharing a technology, presenting a model, or explaining an idea. While there are several reasons for this, let's explore what I call the five “C” principles. Once you understand what makes a TED talk effective, you can apply these principles to your own presentations.

1. **Be CONVERSATIONAL.** TED presenters remove audience barriers. No lectern. No handheld notes. By facing the audience without physical barriers, a space for open exchange is created. Presenters are free to use full gestures and body movement. This helps their talk appear more like a conversation. Additionally,



Home Connection



High School

Home Connection

Getting your Point Across

Dear _____,

I'm excited to share that your student has been learning about effective communication skills in class. We discussed the importance of staying focused in conversations and how to make a strong impression in a short amount of time using an "elevator pitch." An elevator pitch is a brief, 30-second speech comprising five parts: introducing oneself, presenting a problem, offering a solution, explaining why the solution is the best, and ending with a call to action.

We practiced writing and delivering elevator pitches, focusing on clear and concise communication. This skill is particularly useful in various scenarios, such as applying for a job or presenting an idea.

Please discuss this question with your student: "Can you share an example of an elevator pitch you created in class? How do you think learning to communicate more effectively might help you achieve your goals?" This will help reinforce their learning and encourage them to practice their communication skills at home.

Please do not hesitate to reach out with any questions or concerns.

Best,

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Professional Development



Take 5 minutes to consider: How am I at being clear in what I want? Do I make a persuasive argument? Am I concise? What areas might I improve? Am I good at networking? When will my next opportunity be to promote myself?





Further Study

- https://elevatorpitchessentials.com/documents/ElevatorPitchEssentials_Version_1_0_LookInside.pdf
- [The 7 Basic Elements of Public Speaking](https://marylandcasa.org/wp-content/uploads/2013/09/Basic-Elements-of-Public-Speaking.pdf)
- <https://marylandcasa.org/wp-content/uploads/2013/09/Basic-Elements-of-Public-Speaking.pdf>
- [The art of argument | Jordan Peterson | Big Think](#)





Lesson Complete!

