



## Getting Your Point Across

### Materials:

- Worksheet

**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? Accept answers and continue discussion as long as it's on task.

**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!

**Dive in!** Has anyone heard of something called an elevator pitch? An elevator pitch or speech is only about 30 seconds long. It typically has 5 parts that we're going to cover today and practice writing and delivering.

1. **Introduce** yourself and make it personal. Try to connect your introduction to the person you're speaking to. Why should they care who you are?
2. 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. 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.
4. Why is **your solution the best one**? This is the time you need to show why your idea is better than any other solution.
5. 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.

One way to use an elevator pitch is when you are applying for a job. Picture this: you go into the shop to hand in your application. You ask to speak to the manager. Let's compare two scenarios to see which has the better chance of landing the job.



## High School

Scenario 1: Hi, I'm Kelly Morris. I notice that you seem to be a bit short-handed here with table service. I'm a quick learner, very friendly and I will always be on time for my shifts. I'd love to work here. If you think I'd be a good addition to your team, please have a look at my resume and give me a call.

Scenario 2: Hi, I'm Kelly Morris. I'd like to give you my resume. Are you hiring?

If you were the manager, which scenario do you think you'd prefer?

**Activity:** Hand out worksheet 15. Individually or in pairs, have students create an elevator pitch for a scenario from the list provided. When they have completed the task, have students get up and share their elevator pitches. Here are some tips to deliver 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.

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

### Extend and 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.](#)

### For Further Study

[https://elevatorpitchessentials.com/documents/ElevatorPitchEssentials\\_Version\\_1\\_0\\_LookInside.pdf](https://elevatorpitchessentials.com/documents/ElevatorPitchEssentials_Version_1_0_LookInside.pdf)

<https://www.acethepresentation.com/basic-elements-of-public-speaking/>

<https://marylandcasa.org/wp-content/uploads/2013/09/Basic-Elements-of-Public-Speaking.pdf>

<https://youtu.be/vXaQLT8V638>



## High School

### **Professional Development**

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?