



Speak With Clarity & Precision: Elevator Pitch

Proving Ground Overview

The purpose of this assessment is to give you an opportunity to practice something you'll need to do a lot in the workplace--speak with clarity and precision.

Proving Ground Directions

For this assessment, you will deliver a one-minute "elevator pitch" to Sara Summit, the Vice President of New Product Development at Acme Unlimited, where you work in the Marketing department. You have run into Ms. Summit while you are both waiting for your salads to be made in the cafeteria. You decide to take advantage of this opportunity and convince her that Acme needs someone of your generation -- ideally, you -- to represent the voice of younger consumers in the new product development process.

Before giving your pitch, review the resources on the elevator pitch and complete the exercises. Your pitch needs to include a hook, a call to action, and a reason to remember you. Most of all, you need to speak with clarity, precision, and confidence, and to accomplish your goals in no more than one minute. Plan out your pitch and record it when you are ready.

Rubric

Criteria	Description	Yes	Not Yet
Uses an effective hook	<i>You capture the audience's attention effectively</i>		
Establishes a clear protagonist	<i>You made your purpose clear within the first quarter of speech</i>		
Provides clear call to action	<i>You are clear and concise in your ask from the audience</i>		
Shows confidence	<i>Your voice and body language exhibit composure and experience</i>		
Uses time constraints effectively	<i>You adhere to time constraints without using fluff or running out of time at the end</i>		