

A 30 Second Elevator Pitch LESSON Plan

What is an Elevator Pitch?

An elevator pitch is a short summary of who you are and what you are looking to do that you can share with a potential employer. It is usually a short statement (30 seconds or less).

The elevator pitch gives you an opportunity to highlight your best qualities and accomplishments (or experiences).

Your pitch should inspire others to learn more about you as a job seeker and to support your goals for employment.

Download the lesson plan and materials below to have students make their own elevator pitch. Have them practice their elevator pitch in front of a mirror, for their parents, for their school staff on zoom or have them make a video.

Pro Tip: Making a video will allow the students to see themselves and help them sound stronger/more confident (similar to an athlete watching game film, or an actor watching the dailies after filming).

Lesson Objective: Students will develop and film a 30 second Elevator Pitch.

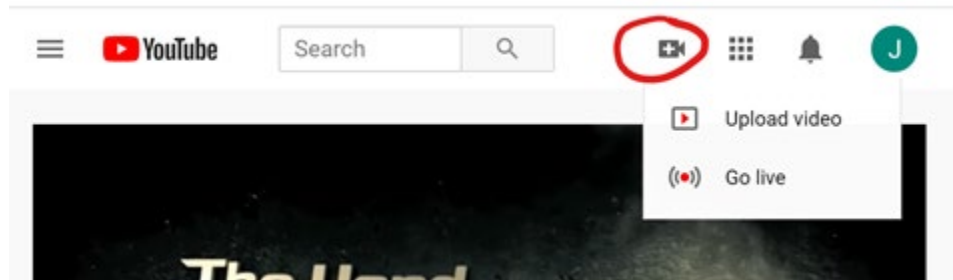
Materials Needed: 30 Second Elevator Pitch Worksheet, A Device to Record Elevator Pitch

1. Today, you are going to develop and film an Elevator Pitch. But first, we will have to talk about what an Elevator Pitch is.
 - i) The student defines **Elevator Pitch**: A short summary of who you are, professionally, and what you are looking to do. An opportunity to quickly highlight your best qualities and accomplishments.
 - (1) When would you need to give an elevator pitch? *Answers: When meeting an employer, a VR counselor, Job Developer, Services Coordinator and/or Brokerage Personal Agent.*
 - ii) Students read Examples of Elevator Pitches (Page 3 of 30 Second Elevator Pitch Worksheet)
 - (1) What did you learn about each individual after hearing their Elevator Pitch?
 - (2) When do you think these individuals used their Elevator Pitch?
2. Developing your Elevator Pitch
 - i) Another Elevator Pitch Example: **Oregon Transition Podcast**:
<https://oregontransitionpodcast.podbean.com/e/otp-episode-5-self-advocacy/>
(Elevator Pitch definition at 15:03 and student examples at 16:47)
 - ii) Prewrite Activity: Students complete questions on pages 1 and 1 of 30 Second Elevator Pitch Worksheet.
 - iii) Students use their Prewrite Activity to Film their own Elevator Pitch. Have students follow steps to upload video to YouTube (or other school district approved sharing platform).

3. Utilizing YouTube/Privacy

- i. Review internet safety. Brainstorm who should these videos be shared with.
Parents, Schools, VR, DD, Job Developers.
- ii. Discuss privacy settings on YouTube. Students should make video Private. Follow task analyses to upload video

1. Sign into YouTube/Google Account
2. Click on Camera at top of the screen. Then click upload video



Drag and drop a file you want to upload
Your video will be private until you publish it

SELECT FILE

4. Add a title and a description of your video. You can put your transferable skills in the description of the video.

Details

Title (required)

Quarantine Video Resume Example

Description ?

This video shows my transferable work skills as I cook an Omelet at home. The video shows I use good hygiene, I dress for the job, I use video modeling and I am prepared.

5. Click Next. You can choose to add video elements

Video elements

Use cards and an end screen to show viewers related videos, websites, and calls to action. [Learn more](#)



Add an end screen

Promote related content at the end of your video

ADD



Add cards

Promote related content during your video

ADD

6. Click Next. You will be on the Visibility Screen. Choose to make your video Unlisted or Private.

1. If you make your video Unlisted, anyone with the link will be able to see video, but you will not be able to find video via a search engine.

2. If you make your video private, you will only be able to see video if you are invited via a google account. VR will not be able to see video because they do not have access to google.

✓ Details — 2 Video elements — 3 Visibility

Save or publish
Make your video **public, unlisted, or private**

Public
Everyone can see your video

Set as instant Premiere ?

Unlisted
Anyone with the video link can see your video

Private
Only you and people you choose can see your video

Schedule
Select a date to make your video **public**

7. Click Save and your video will be published!