

 **UR HOUR**  

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**A Gathering for BIPOC  
in Public Media**

This space is for **us.**

 **OUR HOUR**

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# Perfecting Your Professional Elevator Pitch

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# Every. Single. Person. You. Meet.

— could be —

... a future employee

... a future boss

... a potential partner/collaborator

... a potential funder or client

... a future mentor or mentee

... a future sponsor/advocate

FIRST  
IMPRESSIONS!

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# “So... what do you do?”

**The Goal:** Strike up a *balanced* conversation to share who you are and what you’re about so that your “audience” feels comfortable doing the same

Clear

Concise

Confident

Compelling

**Self-reflection:** Jot down which aspect(s) you struggle with.  
Why do you think mastering this aspect is challenging?

# Be mindful of...

- Word choice and jargon
- Self deprecation
- Showing pride versus being boastful
- Body language, eye contact, and vocal variety
- Setting/environment

“Remember, it’s not about you, so resist the urge to launch into your life story. The elevator pitch is about getting the conversation started...”

## What else?

“Enough about me... what about you?”

Your pitch is all about selling TRUST; you want your audience to walk away trusting you.

People often ramble when they are nervous. Keep this in mind, and help to relieve nervousness or awkwardness by addressing any commonality.

# Let's practice

Jot down:

1. Your name, title and organization (Who You Are)
2. State the problem you solve and who you solve it for (What You Do)
3. What is your approach? What sets you apart? (The Hook)
4. If you have something interesting to add, share it! (Bonus Hook)

**In your Groups:**

- Establish roles: Speaker, Listener, \*Observer
- Do your best to make your “pitch” in 90 seconds or less
- Take turns in each role and use the time to practice and get to know each other



Please complete our  
feedback survey!

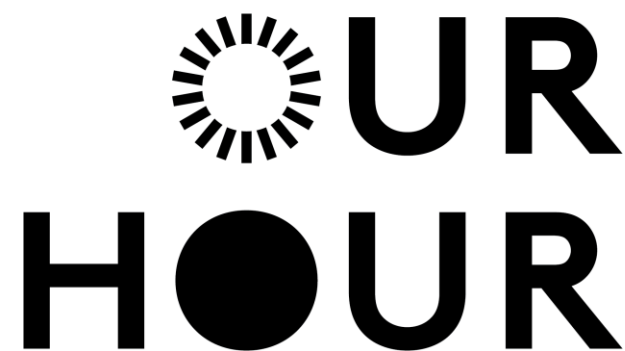
**See you next month!**  
**Thursday, Sept. 15th**

1 p.m. PT

3 p.m. CT

4 p.m. ET

Contact Me:  
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# Today's session was inspired by:

[“How to Craft a Killer Elevator Pitch \(With Examples\)”](#) by Taran Soodan

Additional Resources:

[Pride or Boasting: What's the difference?](#) by Richard B. Joelson

Have additional resources to include? Send them to [sway@greaterpublic.org](mailto:sway@greaterpublic.org) and we'll update the slide deck.

