

# The 60-Second Elevator Speech



In today's world we communicate with one another digitally but it does not replace face-to-face communication. Regardless of the industry, every business function involves oral communication. Employers need people who are good communicators. Strong speaking skills are more important than good reading or writing skills.

**Scenario:** Imagine that you are on your way to a job interview and that you have just entered the elevator to go up to the 15<sup>th</sup> floor. The lady standing next to you starts a conversation as to why you are in the building and you reply that you are going to the ABC Company for an interview. Her response is "really, I work for the ABC Company, tell me more about yourself."

(Little do you know is that she is going to be the person interviewing you!)

**Assignment:** Devise a powerful, short sales-pitch that lasts only 60 seconds, that sells yourself to a potential employer explaining who you are. Remember, you only have 60 seconds to tell her who you are.

**Instructions:** Plan in bullet points or writing your speech. Remember, it is who you are and not a fictitious character of your imagination. Read your work to yourself and make any changes. Then, practice your speech with a partner and take their suggestions regarding your speech. Refine and edit your speech.

**Once you have done this then you will present our speech to the class – yes, the elevator was packed and they all wanted to know about you!**

**The 3 C's are required for your speech. Make sure that you are:**

**Clear**  
**Concise**  
**Confident**

**Remember you only have 60 seconds for your speech.**

## **Grading:**

You will be graded on the following **six (6)** requirements:

**Pose** (This is based on your **Posture** and **Stance**; how you present yourself during the speech)

**Voice** (Focus on the correct **Tone** and **Expressions** within your speech)

**Life** (A good presentation should be **Lively** and **Energetic**, not morbid and moody)

**Eye Contact** (A very important component as to **Focus** and **Concentration**)

**Gestures** (Keep **Motions** and **Movements** to a minimum but remember they can also validate you)

**Speed** (The correct **Pace** and **Tempo** of your speech are the key to presenting yourself professionally)

**It is only a 60-Second Speech but it might just turn out  
to be the most important one of your career!**



Source: Catherine Gewertz, *'Elevator Speeches' and Other Skills Students Are Missing*. Education Week, Vol. 38, Issue 6, September 26, 2018.