



## Elevator Pitch – Lesson Plan

Activity:	Writing & Speaking
Level:	Intermediate+
For:	Business English students
Language:	Introducing yourself and your company. Describing different qualities, skills, products and services you provide

### Lesson outline:

- Give an example of an Elevator Pitch; either [a video](#) or make and demonstrate your own.
- Ask the students to identify the key points made and afterwards give them the transcript.
- Give out the handout. Talk through the key points of an Elevator Pitch
- Elicit ideas of heading for what sort of information the students might want to share about themselves and their company's products or services - e.g. skills, experience or personal qualities - making a note on the whiteboard of their ideas.
- For each suggestion encourage students to give a few examples.
- The students each choose 4 of these headings that they feel are the most appropriate for themselves and then write their notes under each heading.
- Each student talks through their ideas to the class. At this stage it is just to share their ideas rather than deliver a polished pitch. The other students give feedback.
- The homework would be to write up their pitch (150-200 words) and, if they are really motivated, ask them to try to memorise their pitch to present to the rest of the class next lesson.

### Internet Resources

Here are some examples of elevator pitches and how to prepare them:

<https://blog.toggl.com/elevator-pitch-examples/>

<https://youtu.be/uyxfERV5ttY>

<https://youtu.be/hGkIVxwxrCk>

<https://youtu.be/aDt6cukCz7k>

<https://youtu.be/fnrvfdjHD5E>

This is a useful tool that teachers/students can try out. It guides you through a step by step process of creating an Elevator Pitch:

<https://kopywritingcourse.com/elevator-pitch/>