



Elevator Pitch Checklist

Can your Protégé describe his/her skills and professional aspirations within the time span of one elevator ride? In today's competitive job market, it is essential to develop an "elevator pitch," or a concise, verbal summary of what one does and what one wants to do.

Help your Protégé market himself/herself to prospective employers by evaluating his/her pitch based on the following checklist:

- Content: Did your Protégé's elevator pitch include:
 - Your Protégé's name, origin, current position;
 - Something unique about your Protégé or his/her business idea;
 - Your Protégé's aspirations; and
 - A clear request at the end?
- Did your Protégé's speech flow logically from point to point?
- Did your Protégé seem sincere, confident, and passionate in his/her delivery while maintaining a conversational tone?
- Did your Protégé maintain eye contact and good posture throughout the pitch?
- Did your Protégé's elevator pitch last 2 minutes or less?
- Was your Protégé's elevator pitch memorable?

Which three elements were most successfully represented in the elevator pitch?

- 1.) _____
- 2.) _____
- 3.) _____

Which three elements could use more practice?

- 1.) _____
- 2.) _____
- 3.) _____

Please provide any additional comments/observations for your Protégé to think about as he/she further develops an elevator pitch:
