

<b>Elevator Pitch</b>
<p><b>QAA Benchmark Skills:</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Negotiating skills</li> </ul>
<p><b>ARU Graduate Capitals:</b></p> <ul style="list-style-type: none"> <li>• Human (Knowledge)</li> </ul>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Creative thinking</li> <li>• Problem solving</li> <li>• Evaluation of ideas through critical analysis and judgement</li> <li>• Presentation of ideas</li> </ul>
<p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Often used in business plan presentation and during contact with potential future employers</li> </ul>
<p><b>Study Level:</b></p>
<p><b>Time:</b> 1 hour</p>
<p><b>Group Size:</b> Individual</p>
<p><b>Resources:</b> Enterprise Education PowerPoint / Elevator Pitch Template</p>
<p><b>Overview:</b>            Students will produce and present a 1-minute pitch designed to allow them to articulate their skills and experience to a future employer; highlighting exactly why they would be right for the job.            It is a quick personal selling statement that can be used any time students have contact with potential future employers e.g. a careers event, as the basis of a cover letter, or in order to introduce emails.</p>

	<b>Time</b>	<b>Activity</b>
<b>Introduction to Enterprise Education</b>	10 mins	PowerPoint presentation to introduce Enterprise Education
<b>Activity</b>	20 mins	Individuals prepare their pitch, using the student worksheet as a guide.
<b>Evaluation</b>	20 mins	Individuals present their pitch to the rest of the class. They should be lined up to encourage swift movement from one participant to another.  Pitches should be timed - and when 1 minute is up, the participant must be stopped, and the next person begins.
<b>Session Review</b>	10 mins	What skills do students feel have been developed through this session?  Do students understand the importance of Enterprise Education?  Can students identify ways in which Enterprise Education is already included in the modules?  Can students identify Enterprising skills they have already developed from their modules?

## Enterprise Education – Elevator Pitch

Your one-minute elevator pitch is a quick personal selling statement that can be used any time you have contact with potential future employers - at careers events, as the basis of a cover letter, to introduce emails.

Using the below guidance, create your elevator pitch that can be communicated in a maximum of 1 minute. You will then present your pitch to other students.

1. **Who you are plus a credential** - your name and something that makes you stand out from your peers or establishes a relationship (athlete, footballer, degree, from the same town etc.)
2. **Your specific goal / career interest** - allows the person to establish how they can help you or who they can connect you to
3. **How you have demonstrated your interest. What experience do you have in the field?** - use examples of things you have already done
4. **Why you are qualified** - demonstrate your qualifications - share leadership and work experience, achievements, expertise and your skills and strengths
5. **A question or request for assistance** - consider giving the other person the option of two ways they can assist. Ensure you give them details to contact you.

### Example:

Hello, my name is \_\_\_\_\_ and I am completing a degree in Crime and Investigative Studies at Anglia Ruskin University.

I am interested in a career in Forensic Science, working as a SOCO as part of a Scientific Support Unit.

I am a Student member of The Chartered Society of Forensic Science and during my studies have been a part of the Forensic and Criminal Investigations Society as well as played for the University football team.

I have developed skills in communication and working as part of a group through a number of different University assignments. I have also been working part time as a Supervisor at a Bookmakers where I have developed my leadership skills as well as had to identify and overcome problems. I have discovered that I really enjoy offering outstanding Customer Service.

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I am interested in the internships that your company offers and would appreciate the contact details of the person running the program or perhaps I could meet with you at a later date to find out more about your company? Could I please give you my contact details for future reference.

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