

The successful elevator pitch presumes you have a very brief moment in time to interest a potential new partner to get involved in your P-TECH program. This exercise is designed to help your P-TECH team design and deliver a pitch about your P-TECH program in a consistent, engaging and powerful way. Consider having a group of students develop a pitch to help guide how they talk about the program outside of school.

The P-TECH Perfect Pitch

**Is your current and future workforce everything you want and need it to be?
P-TECH delivers a robust talent pipeline to create a workforce with the skills you need.
P-TECH: Growing the future workforce.**

Add Your Local Pitch

(about your industry focus, your school, students and partners, how you engage employers, etc.)

Group Exercise

1. Without discussion, have a group of team members draft a second paragraph that describes your local P-TECH program to a potential new **employer** partner. (The pitch will be different for parents, students and teachers.)
2. Without comment, have each member read his or her pitch aloud. Ask people to note the differences in the way each team member describes the same program. After all have been read, talk about why it's important for your team to deliver a common message.
3. Review the tips below, and have each team member recraft his or her message.
4. Have each person share the new pitch with the full team. Discuss what the team likes about each pitch. Then rewrite using the parts that everyone likes.
5. Complete enough cycles of the process to land on a pitch that all contributed to and all can use to interest new partners in getting engaged in your P-TECH program.

The Elevator Pitch

Tips to help hone the perfect pitch

- **Assume short buildings.** Some elevator rides may last more than 60 seconds, but don't allow your pitch to last more than a minute. Brevity requires effort. You must think hard about the essentials of your message and ruthlessly cut away unnecessary details.
- **Put a tag on it.** Grab your audience's attention by starting with a tagline, such as "GE brings good things to life," or the *New York Times*' "all the news that's fit to print." Nike says, "Just Do It." What does your program or organization do?
- **Solve a problem.** Explain the need that you plan to meet. Diagnose a problem, and then lay out your prescription for it. Don't focus on you; focus on what you will do for them. Be clear about the problems you will solve for your potential partner and describe how this collaboration will benefit both them and your school and students.
- **Make it accessible.** Frame your pitch with language for a person on the street and not in your field.
- **Show your passion.** A good pitch changes the pulse rate. Potential partners are often interested in measurable results, but they also look for fire in the belly. You need to convey the passion of a new parent showing off pictures of his/her newborn.

Adapted from an article published in Fast Company February, 2001

Bill Joos, cofounder and VP of business development at Garage.com, teaches the art of the elevator pitch. An elevator ride may last more than 60 seconds, he says, but your elevator pitch should take up no more than a minute—and that requires ruthless paring and arduous polishing.