

# Resilient Communities Delivering an Elevator Pitch **Participant's Manual**



## Index

### **1. Introduction**

- Why is it important to present yourself appropriately?
- How fast is a first impression made?
- How to present yourself: demeanor, mannerisms, body language, appearance, or how you are dressed.

### **2. Information**

- What is a pitch? Why is it necessary? Types? How effective are pitches?
- What is an elevator pitch? Contents of elevator pitch?
- Where or in what situation do you use an elevator pitch?

### **3. Model**

- Successful/inspirational examples
  - Dragon Den examples (International example) through a youtube video
  - Jamila's video
  - A guideline/ template of an elevator pitch-Facilitator led pitch presentation

### **4. Appendices**

- Appendix A: Additional Sources



## 1. INTRODUCTION

- Why is it important to present yourself appropriately?
  - Because first impressions are so important, it's crucial to earn respect from people just by looking well. It's likely to help you in winning that client's trust or impressing corporate executives.
  
- How fast is a first impression made?
  - Scientists claim that after viewing a person's face for less than a tenth of a second, a person's impressions begin to develop. In that short period of time, we decide if the individual is attractive, trustworthy, competent, outgoing, or domineering.
  - As a result, first impressions are formed quickly. Some experts believe they happen too quickly to be accurate. Humans have prejudices about appearances, and these stereotypes may have a big impact on first impressions.
  
- How to present yourself: demeanor, mannerisms, body language, appearance, or how you are dressed?
  - You need to sell yourself and feel confident while doing so because this will put others at ease
  - When introducing yourself in a business setting apart from your name you should consider including:
    - your role or title
    - your business, trade, or industry
    - a brief description of your business
    - a 'memory hook' (quick, ear-catching phrase that people are likely to remember)
    - a benefit statement of one particular product or service you offer.

## 2. PRESENT/INFORMATION

- What is a pitch? Why is it necessary? Types? How effective are pitches?
  - A pitch is a business plan that you present to your potential investors to secure funding which helps you explain your business to investors to enable them to make the right decisions
  - Importance: Entrepreneurs pitch a business because they need resources to raise startup cash, you need to give your investors a clear understanding of your plan or goals to make the products to sell to their potential customers, and to add resources to help their business mission
  - There are several types of pitch in general: The Elevator Pitch, The Twitter Pitch, The Elevator Pitch, The One-word Pitch, The Social Media Pitch, The Cold Call Pitch, The Email Pitch

\*The definitions of each type of pitch are added in the appendix section.

- Effectiveness: Your pitch can make or break the deal, so it's a good idea to have that nailed down before meeting with your customer. It's your opening line, your verbal business card, and the first thing your

