

Mastering the Elevator Pitch

Best Practices and Resources

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An elevator pitch is a brief, persuasive speech about an idea, product or company that explains the concept in a way such that any listener can understand it in a short period of time. A good elevator pitch should last no longer than a typical elevator ride, 30 to 60 seconds.

Why is an elevator pitch important?

- Organizes your thoughts
- Keeps listeners engaged and curious
- Helps to inform your market or audience
- Cultivates and develops new relationships
- Helpful skill set for improved career development

Different Contexts of Pitching

- Interviews
- Casual meetings or social events
- Conferences or networking events
- When selling products or services
- Pitching a start-up company
- [Video](#) on how entrepreneurship can help you develop pitching skills

Essential Elements of an Elevator Pitch

- Introduction
- Provide a summary of what you do
 - [Video](#) of New Zealand's Prime Minister, Jacinda Ardern, summarizing 2 years in 2 minutes
- Explain what you can offer with context
 - Communicate your unique position to fit what the audience wants or needs.
 - Read about the principles of success in Dale Carnegie's book, [How to Win Friends and Influence People](#)
- Make a connection with the audience (spark interest)
 - [Video](#) demonstrating some ways to catch the attention of your audience
- A call to action (usually at the end)

Additional Resources

- ASME FutureME Mini-Talk: [Pitching Technical Ideas to Non-Technical Audiences](#)
- ASME FutureME Mini-Talk: [Engineering Great First Impressions](#)
- [What is an Elevator Pitch?](#) from Harvard University

