



How to Craft Your Elevator Pitch: First Impressions Matter

Overview

Together,
we unlock the potential
of your career.



Your Story. Your Impact. Your Moment.

Ready to own the room with a powerful, unforgettable elevator pitch? Join us for an on-demand virtual workshop where you will master the art of crafting and delivering a pitch that demands attention—and gets results.

Led by Valerie Salter, PhD, this high-impact session will give you the tools to elevate your message, captivate your audience, and leave a lasting impression—whether in a boardroom, a networking event, or pitching your next big idea.

Your voice matters. Your pitch should prove it. Let's make it happen. Register now.



Dr. Valerie Salter
Instructor



AGENDA



- Introduction to Elevator Pitches
- Development of an Elevator Pitch
- Practicing Your Elevator Pitch
- Delivering Your Elevator Pitch Confidently
- Feedback on Your Elevator Pitch

RESULTS

- Learn how to make a powerful impact within 30 seconds of meeting someone.
- Elevate your ability to connect effectively at networking events and professional gatherings.
- Enhance your personal brand by crafting a memorable and persuasive elevator pitch.
- Build self-assurance in your ability to communicate your value quickly and effectively.



THE WORKSHOP PORTAL

The screenshot displays the 'How to Craft Your Elevator Pitch' workshop portal. At the top, there is a navigation bar with 'My Library', 'INNOVATION Insights Website', and a search icon. Below this, a breadcrumb trail reads: 'How to Craft Your Elevator Pitch: First Impressions Matter / Modules / View all Modules Here / Module 3: Practicing Your Elevator Pitch'.

The main content area features a video player for 'Practicing Your Elevator Pitch' with a play button and a progress bar showing 22:09. To the right of the video is a 'View all Modules Here' sidebar with 7 lessons:

- 1 Welcome - Start Here ✓
- 2 Module 1: Introduction to Elevator Pitches ✓
- 3 Module 2: Development of an Elevator Pitch
- 4 **Module 3: Practicing Your Elevator Pitch**
- 5 Module 4: Delivering Your Elevator Pitch Confidently
- 6 Module 5: Feedback on Your

Below the video player, there is a 'Mark As Complete' button and a section for 'Module 3: Practicing Your Elevator Pitch' with a 'View all Modules Here' link. A 'Downloads' section on the right lists three PDF files:

- Customization_Guidelines_Adapting_Your_Elevator_Pitch.pdf
- Role-playing_Scenarios_Elevator_Pitch_Practice.pdf
- Basic_Elevator_Pitch_Practice_Template.pdf

At the bottom of the module section, there is a 'MODULE 3: Practicing Your Elevator Pitch' button.

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View all Modules Here



Welcome - Start Here

Our workshop introduction video addresses common networking or interviewing questions, focusing...



Module 1: Introduction to Elevator Pitches

Dr. Salter emphasizes the importance of recognizing prompts in interviews and networking situati...



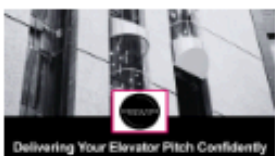
Module 2: Development of an Elevator Pitch

In this module, Dr. Salter highlights how specific phrases during an interview or networki...



Module 3: Practicing Your Elevator Pitch

Dr. Salter focuses on effectively communicating your professional interests and steps you've tak...



Module 4: Delivering Your Elevator Pitch Confidently

Dr. Salter encourages you to practice your elevator pitch using the framework discussed in this ...



Module 5: Feedback on Your Elevator Pitch

We eagerly anticipate receiving your practice video and any questions or feedback you may have...




How to Keep Innovating and Bonus Items!

Dear Innovator! Thank you for participating in our workshop - How to Craft Your Elevator Pitch: ...



EXAMPLES OF WORKSHEETS INCLUDED



Usage Tips:

- Schedule time to perform these exercises before any major presentation or networking event.
- Combine several techniques for the best results, such as visualization followed by power poses.
- Keep practicing these exercises regularly, not just before pitches, to improve your overall confidence levels.

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Confidence Building Exercises: Preparing to Deliver Your Pitch

Confidence is key when delivering an elevator pitch. Use these exercises to boost your self-assurance and present your best self.

POWER POSES	
Description	Activity
Adopting powerful, expansive postures to increase feelings of confidence and reduce stress.	Before your pitch, find a private space and hold a power pose (like the "Superman" or "Wonder Woman" stance) for two minutes. This can elevate testosterone levels (which affects confidence) and lower cortisol levels (which affects stress).

VISUALIZATION	
Description	Activity
Before your pitch, find a private space and hold a power pose (like the "Superman" or "Wonder Woman" stance) for two minutes. This can elevate testosterone levels (which affects confidence) and lower cortisol levels (which affects stress).	Visualize yourself delivering your pitch confidently and successfully. Imagine the setting, your audience's positive reactions, and your feelings of satisfaction. Doing this regularly can significantly boost your actual performance.

BREATHING EXERCISES	
Description	Activity
Using deep, controlled breathing to calm nerves and improve focus.	Practice deep breathing by inhaling slowly for a count of four and exhaling for a count of six. Do this several times before your pitch to stabilize your heartbeat.

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Usage Tips:

- Keep this checklist handy and review it before important meetings or networking events.
- Regularly practice your pitch.


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Checklist for a Successful Elevator Pitch

An effective elevator pitch is concise, memorable, and clearly communicates your value. Use this checklist to ensure your pitch has all the necessary elements to make a strong impression.

ITEM	CHECK	ITEM	CHECK
1. Introduction <ul style="list-style-type: none"> Start with your name and job title or role. Briefly state your current position or professional focus. 		5. Call to Action <ul style="list-style-type: none"> End with a clear call to action. What do you want from your listener? Examples could include a meeting request, a follow-up call, or a referral. 	
2. Value Proposition <ul style="list-style-type: none"> Clearly articulate what you do and the services or value you provide. Highlight what makes you or your offering unique (your USP). Tailor the pitch to your audience—show how your skills or services benefit them specifically. 		6. Delivery <ul style="list-style-type: none"> Ensure your pitch is concise—aim for 30 seconds. Practice your pitch to deliver it smoothly and confidently. Adjust your tone and body language to be engaging and approachable. 	
3. Reference <ul style="list-style-type: none"> Tailor the pitch to your audience—show how your skills or services benefit them specifically. Include any relevant achievements or metrics that demonstrate your success or expertise. 		7. Customization <ul style="list-style-type: none"> Adjust your pitch for different scenarios (networking, interviews, casual conversations). Have variations ready for different types of audiences or objectives. 	
Question Use a question or statement that invites further conversation. Use a question open-ended to encourage dialogue.		8. Feedback and Revision <ul style="list-style-type: none"> Seek feedback from peers or mentors and refine your pitch based on their insights. Continuously update your pitch as your career progresses or as your goals change. 	

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Usage Tips:

- Tailor your responses to the specifics of each situation; generic answers are less impactful.
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- Always aim to demonstrate your enthusiasm and commitment to your profession.

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Q&A Prep Sheet: Navigating Questions After Your Elevator Pitch

Successfully delivering your elevator pitch is just the beginning. Often, it leads to a Q&A session where potential employers, investors, or partners might probe deeper. Here's how to handle some common follow-up questions effectively.

CAN YOU PROVIDE MORE DETAILS ABOUT YOUR CURRENT ROLE/PROJECT?	
Strategy	Example Answer
Be prepared with a concise summary of your responsibilities or project details that highlights your skills and achievements.	"In my current role, I manage a team responsible for developing and launching marketing campaigns that have increased our engagement rates by over 40% in the past year."
WHAT MOTIVATED YOU TO CHOOSE YOUR CURRENT CAREER PATH?	
Strategy	Example Answer
Share a genuine insight into your passion for the field, emphasizing any experiences that led you to this career.	"I've always been fascinated by how technology can solve everyday problems. A significant experience for me was interning at a tech startup during college, where I saw firsthand how software solutions could improve efficiency and accessibility."
WHAT ARE YOU LOOKING FOR IN YOUR NEXT OPPORTUNITY?	
Strategy	Example Answer
Clearly define what you seek in the next step of your career, aligning it with the listener's field or company.	"I'm looking for an opportunity that lets me plan and project management to drive consumer-focused company like yours."
WHY SHOULD WE CONSIDER YOU FOR THIS ROLE/CONTRACT?	
Strategy	Example Answer
Describe a specific situation where you successfully navigated a challenge, focusing on your problem-solving skills and resilience.	"When a product launch was at risk due to collaborating with the team to identify alternate timelines to meet our original launch date."

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- Regularly practice your pitch.

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Self-Assessment Worksheet:

Discover Your Strengths and Unique Value Proposition

Purpose: This worksheet is designed to help you reflect on your professional experiences, skills, and personal qualities to craft a compelling elevator pitch that accurately represents your unique value.
Instructions: Complete each section thoughtfully. This worksheet is a tool for personal growth and clarity in your professional presentation. Keep it updated as you gain new experiences and insights.

Part 2: Achievements and Experiences List your key achievements and experiences that could be interesting to potential employers or collaborators.	Describe any unique experiences that have shaped your professional journey. These could be related to education, work projects, volunteering, or even travel.
What professional achievements are you most proud of? List your key achievements and experiences that could be interesting to potential employers or collaborators.	

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ABOUT VALERIE

With over two decades of education and hospitality management expertise, Dr. Valerie Salter offers profound insights into career development, job searches, and professional coaching. Dr. Salter's extensive global network and industry connections are critical resources for clients seeking to expand their professional reach. Her background in managing international study tours and integrating digital solutions into education allows her to offer tailored advice and strategies for building and sustaining professional networks.



Clients engaging with Dr. Salter gain access to a seasoned expert who can significantly boost their career prospects and professional development in hospitality, tourism, and other business-related industries.

Her role as the owner of Service Solutions Consulting, specializing in luxury Airbnb experiences and guest services, further enhances her understanding of market demands and customer service excellence. This unique blend of academic leadership and entrepreneurial spirit enables Dr. Salter to guide those navigating the competitive business industries

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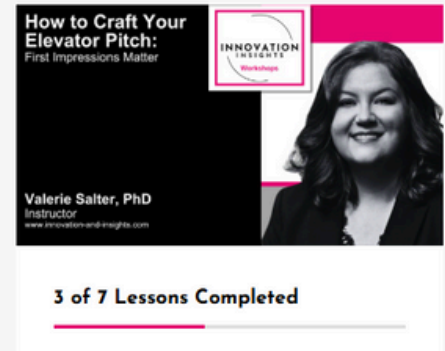


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How to Craft Your Elevator Pitch: First Impressions Matter

Join us for an insightful 60-minute virtual workshop to help you master the art of crafting and delivering an impactful elevator pitch. Led by Valerie Salter, PhD, this workshop will guide you through the essential steps to create a compelling pitch that leaves a lasting impression.

[Resume Course](#)



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[LEARN MORE](#)

For questions, reach out to us at info@innovation-and-insights.com

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Together,
we unlock the potential
of your career.