



Elevator Pitch Workshop - Present yourself in less than 2' and 120 words!

WHOM IS THIS WORKSHOP DESIGNED FOR?

Anyone who wants to get better professional attention to be noticed and to matter to others.

OBJECTIVES

Develop the skills to structure a "Killer Elevator Pitch"! Get the ability to capture the interest and imagination of someone you have just met; (in about the time it would take both of you to enter an elevator, travel down to the lobby level, and then cross the office building foyer together before saying good-bye and heading in separate directions!)

WHERE AND WHEN: to be defined with customer

NUMBER OF PARTICIPANTS: 6-8 delegates (maximum)

FEE: € 650/delegate + VAT (minimum 6 delegates)

Optional on request: Coaching for challengers who will present their pitch on stage at the elevator pitch contest.

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Christine Morlet Bio



Bilingual French/English Keynote Speaker, Christine is a passionate guide in the field of finding the right approach to better communicate and help people understand self and others.

The experience of presenting to senior international professionals during the last 15 years has enabled her to understand various kinds of business environment and situations.

DETAILED WORKSHOP PROGRAM

MORNING

1) KNOWING YOURSELF AND YOUR "PERSONAL BRAND"

- What is your personal Brand? What is the key message you want to deliver about yourself and/or your company?
- Better understand self & others; knowing your personal profile, the way you like to communicate.
- How does your personal "profile" impact on the way you communicate with others?

2) STRUCTURE YOUR OWN ELEVATOR PITCH

- What is the focus of your speech? What is THE key message you want people to remember about you?
- Who is the target person to make a hiring decision about you?
- What are the problems faced by your target audience?
- What is it that you are offering that would solve these problems?
- What is it that differentiates you and makes you different from your peers?
- What are the benefits of your speech (you offer) as experienced by your target audience?

AFTERNOON

PRACTICE

Each delegate will have the opportunity to deliver a professional elevator pitch with tutor & group feedback

Challenge: To create a killer elevator pitch, you now must put these elements all together in a 2 minutes and 120 words presentation

Food for thought...

Describe Your Business Using "Nonjargon" Words

The first words that come out of your mouth in your elevator pitch should be a brief and memorable description of your business.

Your description should exclude all industry jargon, especially technically accurate jargon, which destroys your ability to be compelling and unique!

All it does is make you ordinary and easily forgettable. Work hard to speak plainly and without jargon with that first sentence, and you will have them listening to you.

MY PERSONAL NOTES