

Elevator Pitch Exercise



Lesson Objectives:

1. Pitch your anthropology skills for a professional audience unfamiliar with you or with anthropology.
2. Communicate the value of your skills in 30 seconds or less.

Resources Needed:

- Copies (or PPT) of the one-page tool [“Mastering the Elevator Pitch.”](#)
- Smartphone and/or laptop (or paper, pen, and watch) for notes and timing.

Process:

- The activity can be completed in about 30 minutes
- Work alone and then with a partner. Share with the larger group to optimize.

Activity:

1. *10 minutes:* Read the “Mastering the Elevator Pitch” tool, fill in the table below, and prepare a pitch of 30 seconds or less using the table.

The job you want	Your top 2-3 anthropology skills for the job, especially for problem solving	How you will close the pitch and follow up

2. *2 minutes:* Deliver your pitch to your partner
3. *6 minutes:* Have your partner critique your pitch, and then you critique your partner’s pitch. Use the following criteria:
 - a. Would the pitch be clear to someone who was not an anthropologist?
 - b. Does the pitch reflect an understanding of the job opportunity or field?
 - c. Does the pitch convey your ability to solve problems in ways so compelling that the listener would speak with you again, recommend you, and possibly hire you?
 - d. Would you and your pitch occupy a memorable place in the listener’s mind?
 - e. Is the closing follow-up plan apparent to the listener?
4. *5 minutes:* Work individually to improve your pitch based on your partner’s critique
5. *2 minutes:* Deliver your improved pitch to your partner
6. *5 minutes:* If others are present, listen to and offer suggestions on their pitches

Outcomes:

1. Clear and concise statement about anthropology’s usefulness in a workplace
2. Communication of the value of your anthropological skills in 30 seconds or less