

Activity: Prep to Elevator Pitch

WBL Training Module 6: Employer Engagement

Identify your goal:

(What specifically do you want the employer to say yes to?)

Sample: I would like you to hire an intern at your HR firm

Write down 3-5 words that describe the impact of your program:

(Tip: Consider completing the following sentence: My students are _____.)

Sample: My students are motivated, mature, and reliable.

Write one sentence that describes your student outcomes as a result of your program:

(Tip: Use the words you identified above.)

Sample: My students are mature and reliable young adults who are eager to learn in a real-world environment related to their interests in human resources.

Write one sentence that describes how working with your students would benefit the business:

Sample: They would bring fresh perspectives and quality customer service to help you maintain and grow your accounts.

Write your specific question about what you want the employer to do for you:

(Tip: This should relate to the goal at the top of the page.)

Sample: Will you meet with a few of my best students to see if they'd be a good fit for your company?

Put it all together in a full elevator pitch (20-30 seconds):

(Edits: This should feel and sound natural when you say it.)