



## GOING UP?

Imagine that you've run into an important person on the elevator and have to convince them that your idea is worth investing in before they step off onto their floor. It's good to have a quick and persuasive speech ready!

**PERSISTENCE**

**SYNTHESIS**

**VERBAL COMMUNICATION**



individual work within a group of 2-30 people



pencil, paper

**DISTILL** To make your case quickly, first you'll need to identify the most important points about your project. Not sure what to focus on? Try answering these questions in just a few words each: WHO are you trying to help? WHY do they need help, what problem are they facing? WHAT can you do to help them, and WHAT can your listener do to help you?

**DRAFT** Write your pitch out in full, using those key points to give it structure. You can start by sharing the problem you're trying to solve and giving examples of how it negatively impacts the people who encounter it. Then get right to your solution, and make it pop. Use energizing language, and paint a vivid picture of how things will improve once your solution is in action. Tell your listener exactly what you plan to do, and exactly what they can do to help. Aim to make your pitch in 2-3 minutes.

**PRACTICE** Remember that a pitch is like a miniature performance. Think about your body language and what it conveys to your audience; well-placed gestures can help make your argument more interesting. Your tone of voice is also important! You should speak slowly and loudly throughout. You may want to try a more somber tone when talking about the problem you're addressing, and switch to a positive, upbeat tone when you present your solution. Rehearse your pitch several times, until you're totally comfortable presenting it in a natural way, without reading your notes.