**Career Lesson – Giving an Elevator Pitch**

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| Teacher Name: Mike Herrod | | | Duration (in minutes): |
| Grade Level(s): 9-12 | Subject/Course: Career Training | | Unit: N/A |
| Resources needed:  On-site people, facilities, tools, technology, materials, community connections | Google Slideshow, graphic organizer, exemplar | | |
| Learning Standards: | N/A | | |
| Big Idea & Authentic Purpose:  Why does this matter to your students?  How will this be helpful to your students? | Learning how to do an elevator pitch will prepare students for career networking and college and job interviews. | | |
| Type of Career Content   * Career Development | Experts:  Who can you connect with in order to bring in an outside voice?  Guidance counselor, local businesses | | |
| Relevancy:  How does it connect to students' lives? | This lesson helps students evaluate their skills and prepare for a future job search. | | |
| Objectives:  Students will be able to write an elevator pitch and present it to another student. | | Assessment:  Teacher observation of pair work  Completion of graphic organizer | |
| Knowledge Construction: How are students going to construct content knowledge and practice it  Beginning of lesson  The teacher can progress through the lesson using the Google slideshow included with this lesson plan.  The teacher begins by giving the students one minute to complete this entry ticket:  What is one thing that you do well? When have you used this skill?  After the students complete the exit ticket, the teacher leads a discussion and writes student responses to the entry ticket on the board.  The teacher explains what an elevator pitch is and when it is used, then describes best practices for an elevator pitch.  After this is completed, the teacher shows a video demonstrating an elevator pitch created by a student. | | | |
| Middle of lesson  The teacher models how to fill in the graphic organizer. In the organizer, the students will write an introduction, list their education and volunteer experience, and write a call to action.  After the teacher modelling, the students work in pairs to complete the organizer. The teacher circulates and gives help as necessary.  After completing the organizer, each pair takes turns presenting their “elevator pitch” to one another. After both students have gone, they both complete the “feedback” section on the organizer to given feedback to their partner. | | | |
| End of lesson  The teacher brings the class back together to review the lesson. The teacher asks the students these questions:   * How did it feel to give your elevator pitch? * What was easy about creating your pitch? What was more challenging? * What could you do to improve your pitch?   The teacher reviews the important points for an elevator pitch:   * Elevator pitches are Important for networking and college and job interviews * They should answer the questions: Who am I? What do I do? What do I want? * They should be friendly and professional * They should last no more than 45 seconds | | | |