

Elevator Pitch Exercise

Each OJT performs an elevator pitch to the rest of the group. The participants are given 10 minutes to prepare for a 1-minute talk to tell to the others why “I’m the best / why my company is the best / why my region is the best” or other relevant topic.

Purpose: The elevator pitch works as an icebreaker in the first session. The aim is to boost the participants’ self-confidence and understand the importance of stepping out of the comfort zone.

Supporting information:

An elevator pitch is a short sales speech, that is, a summary used to quickly and simply define a process, product, service or business model and its value proposition. The name 'elevator pitch' reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride.

More information on pitch talk is available, for example, here:
<http://www.slideshare.net/PresentationLoad/how-to-master-42120219>