Writing Your Elevator Pitch

Develop an elevator speech like the sample shown below. Describe your program and the value proposition so that prospective employers will have a good reason to spend time with you and lend their expertise to your program.

The (name of program) helps to prepare graduates to be work-ready employees who are armed with relevant workplace skills. Our goal is to ensure our students are aware of your company and the opportunities you provide for fulfilling careers. With your engagement we can align our curriculum to the specific skills identified by local industry and provide real world opportunities to our learners. We value your willingness to be guest speakers, provide work-based learning options, coordinate tours of your company, provide scholarships, etc., and are asking for your help/support with XXXX (specific ask).