

Elevator Pitches

Picture it: You step into an elevator and notice that the dean, or the superintendent, or a business leader is standing next to you. Should you say something about your work? What would you say, knowing you only had 60-90 seconds?

Having a strong elevator pitch helps ensure that you and your partners can quickly capture the attention of a listener and generate interest in your work. You can take pieces of your data story and weave it into your elevator pitch.

Crafting Your Pitch

Step 1: Share who you are.

Consider beginning with an interesting statement or question, then briefly tell about your work.

Step 2: Tell why your work matters.

Describe why your work addresses an important challenge or need. Integrate a data point or quick story to illustrate how your work is addressing the challenge or need. Connect to your audience about why they should care about this work.

Step 3: Call to action.

Identify next steps and how you hope your audience will get involved.

Test Your Pitch

Share your pitch to get feedback. As needed, revise your pitch. For example, the sample pitch below uses questions to gain interest before sharing who they are.

Refine Your Pitch

As your audience changes or your work evolves, so should your pitch. Customize the call to action to each audience and make sure you update your pitch over time to reflect current needs.

Sample pitch:

Have you ever been told to become a doctor, lawyer, or engineer? Yet, you chose to become an educator that will elevate your future students' destinies and make a positive difference in their families. Did you know that while nearly 20% of students are Asian in NYC Public Schools, Asian teachers only comprise 8% of the teaching workforce in NYC Public Schools? How many other Asian American educators have you seen at your schools and at any NYC education function?

Characteristics of a Strong Elevator Pitch

- Share information in a concise and focused way; 60-90 seconds in length
- Describes your theory of action or theory of change
- Tells the story of why your solution is valuable and conveys the strength in your belief in that solution
- Engages the listener through a story or example

Imagine a community of Asian American teachers and leaders who support one another culturally and in our growth as teachers to maximize our impact on the students we serve. We are the Asian American Teacher Empowerment Network Development (AATEND) supported by NYC Men Teach, where we offer an affinity space for Asian American educators that elevates who we are and what we can accomplish in the rich field of education. Join AATEND! Let's connect, grow and make a difference together and expand the voice of Asian American educators! Together we are more powerful!

Shared with permission from Zuo Bin Tang and colleagues

Communication Campaigns

Social Media

Appendices:

Additional Resources

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Endnotes