



# MODULE: ELEVATOR SPEECH

## MENTOR GUIDE

### Checklist

#### Prior to meeting with mentee(s)

- Familiarize yourself with module materials, including Elevator Speech Handouts 1 and 2, and the "Art of the Elevator Pitch: Chris Westfall" YouTube video
- Review the Elevator Speech Evaluation Rubric
- Consider developing your own "30 second commercial" as provided in Handout 2 in order to provide an example for mentee(s)

#### Discussion with mentee(s)

- Begin a preliminary discussion covering mentee career objectives. This conversation should serve as a basis for the elevator speech development
- Discuss mentee interests, goals, strengths, and weaknesses with respect to their desired career
- Provide time for mentees to complete handouts 1 and 2, and for review of their 30 second commercials. Consider allowing practice time with a peer if there are multiple mentees.
- Designate an order with which mentees should individually present their elevator speech to the group, informing them of the evaluation criteria as outlined in the provided rubric
- Allow other mentee(s) (if available) to provide constructive feedback through discussing the positive aspects and areas of improvement for each presentation
- Five-minute reflection

### Suggested Schedule

1. Review the module materials.
2. Distribute module to mentee and give brief background, review assignment expectations. Schedule mentor-mentee meeting.
3. Assign target audience and time limit for elevator speech (or to allow mentee to pick audience with idea that mentor and fellow mentees will guess the audience following delivery of the pitch).
4. Direct the mentee to work on module content independently, remind mentee to bring assignments and reflection to meeting.



# Research Experience and Mentoring

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5. Review and discuss purpose of elevator speech, expectations and deliverables.
6. Listen to timed elevator speeches and provide feedback.
7. Review the mentee's completed Five-Minute Reflection and discuss any points of confusion.

## Considerations

8. Evaluation for the Elevator Speech should be conducted primarily by the mentor; however, peer evaluation may be a helpful way to get additional feedback for each mentee
9. Evaluation may be limited to comments to conserve time in the event of multiple mentee Elevator Speeches
10. The rubric should be discussed with the mentee(s) prior to presentation but any content or speaking style mistakes should be addressed following, not during, the presentation. This will ensure that the mentee can finish the task without distracting interference.