**Establishing Vision & Goals**



**Handout 2: Elevator Pitch**

An elevator pitch is a short summary used to quickly and simply define a process, product, service, organization, or event 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, or approximately thirty seconds to two minutes. The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value adding, the conversation will ideally continue after the elevator ride.

**Your Task:**

Craft a 30 second elevator pitch that answers some or all of the questions below. Keep in mind that the most successful elevator pitches are often ***specific*** and ***personal***. You will have the opportunity to share your elevator pitch in groups of four after a few moments to prepare a response.

* + How are vision and goals important to our work?
  + How are vision and goals important to students?
  + How can someone navigate concerns they have about setting vision and goals?
  + How can someone seek clarity to questions they have about setting vision and goals?
  + What about setting vision and goals is unique for our students with diverse learning needs?

**Use the space below to craft your compelling elevator pitch:**