

Elevator Pitch

UNIT 8: Collaboration in Networks

Visualize the following situation: you ride in an elevator with a very important employer. You will ask him or her whether he or she can employ one of your clients. The employer doesn't know you or your mission. How can you introduce yourself and convince him or her for some support for your client?

For this situation, you need an *elevator pitch*. That is a short introduction of yourself, your mission, your values and your clients. Follow the AIDA- rule:

- A Awareness: How can you generate attention?
- I Interest: How can you arouse interest?
- D Desire: How can you bring the other person to wish the same as you?
- A Action: How can you gain an activity for your aims?

Write a few sentences to answer this question and express yourself and your work for the inclusion process.

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