

The Elevator Pitch



Level:

High-Intermediate / Advanced, though could be adapted for any level



Objectives:

Students will be able to speak spontaneously and persuasively in a context relevant to their lives.



Timing

15 Minutes, no preparation needed

In this activity, you will create a context for your student to speak spontaneously and persuasively. For example, you could tell your student:

Imagine you work for a large corporation and have a wonderful idea for a product. You speak to your line manager and they dismiss your idea. A few days later, you enter the elevator and find yourself alone with the CEO. This is your opportunity: you may have only 60 seconds to convince them that your idea is worth investing time and money in. What would you say?



Breakdown:

Depending on your student's needs and level, you could ask them to focus on pronunciation, use modifiers and intensifiers, or practice any other grammar point you may be focusing on.

This activity can be used in many different persuasive contexts. Get creative and create a context that is relevant to your student's life. For example:

- You have 60 seconds to convince the person of your dreams to go on a date
- A screenwriter has 60 seconds with a Hollywood producer to convince them that they should make a film of their script
- A shop assistant has 60 seconds to convince a customer to buy the product from their shop and not from an online store
- A travel agent has 60 seconds to convince a tourist to travel to _____.

This activity can easily be used in virtual sessions, as it does not need any visuals or any special preparation.