

HAZ TU ELEVATOR
PITCH EN INGLÉS
CON FLUIDEZ
+
CONDITIONALS!

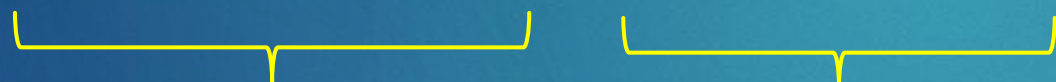
Estructura del seminario

1. Conditionals: 0, 1st, 2nd, 3rd
2. Conditionals – expressions (normal, formal)
3. Conditionals – errors to avoid
4. Elevator pitch essentials
5. Elevator pitch types
6. Create your elevator pitch
7. Practice and amplify your elevator pitch
8. Elevator pitch mistakes to avoid

CONDITIONALS

- Are **statements** used for hypothetical situations and imagined outcome.
- Conditional sentences contain a **conditional clause** (often referred to as the if-clause) and the **potential result**.

✓ *If I get the job in Milan, I'll be pretty happy.*



[imagined situation]

[result]

- When **If, when or unless** comes at the beginning of the sentence, we need a comma in the middle. Otherwise, no comma is needed.
 - ✓ *If it rains this weekend, our BBQ plans will be ruined.*
 - ✓ *Our BBQ plans will be ruined if it rains this weekend.*

TYPES OF CONDITIONALS

- **0 (Zero) or 'ALWAYS' Conditional:** for real situations that 'always' apply.
I (always) get excited when Spring comes.
- **1st or 'FUTURE' Conditional:** for real, possible situations in the future.
If it's warm enough this weekend, I'll barbeque some ribs.
- **2nd or 'PRESENT' Conditional:** for imagined situations that don't change the present.
If it weren't raining today, I would pull out the BBQ.
- **3rd or 'PAST' Conditional:** for imagined situations that didn't change the past.
If it hadn't rained over the weekend, we would have barbequed.

0 (ALWAYS) Conditional

- Real situations that 'always' apply. i.e. **GENERAL TRUTHS**, and situations **NOT UNDER OUR CONTROL**

If+ Subject+ Present simple, Present simple

- ✓ *When water **reaches** 0°, it **freezes** and **turns** to ice.*
- ✓ *If you **heat** water to 100°, it **boils**.*



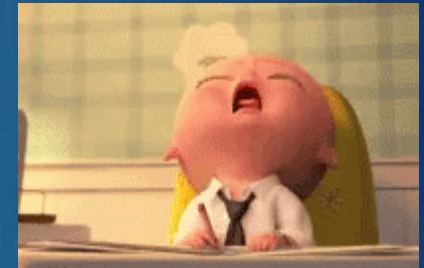
1st (FUTURE) Conditional

- Real, possible situations in the future. (action -> effect)

- Structures:

- **If+ Subject + Present simple..., subject + will + infinitive**

- ✓ *If you don't sleep well, you'll be tired tomorrow.*



- **If+ Present Simple..., modal verb (present)**

- ✓ *If you promise to behave, you can come.*

- **If+ present simple..., be going to**

- ✓ *If you don't work hard, you're going to fail **



1st (FUTURE) Conditional

- **If+ Present Simple..., imperative**

- ✓ *If you need anything, just ask.*

- **If+ Present Continuous..., will/modal verb + infinitive**

- ✓ *If you're leaving, I'll come with you.*

- **If+ Present Perfect, will/modal verb/imperative**

- ✓ *If you've finished your workout, you can go home.*

- **If+ Present Perfect Continuous, will/modal verb + infinitive**

- ✓ *If she's been waiting for ages, she may get worried.*

- ✓ *If you haven't been keeping track of the data, you're not going to know.*



2nd (PRESENT) Conditional

- Imagined situations that don't change the present. Truly HYPOTHETICAL SITUATIONS or DESIRES
- Structures:
 - If+ Subject + Past simple..., subject + would + infinitive
 - ✓ ***If I won the lottery, I would buy my own island.***
 - If+ Past Simple..., could/might
 - ✓ ***If I lost my job, I might have to cancel my holidays.***
- In the if clause, we normally use WERE instead of WAS
 - ✓ ***If I were you, I would tell him right away.***



3rd (PAST) Conditional

- Imagined situations that didn't change the past.
HYPOTHETICAL SITUATIONS or DESIRES in the past.
- Structures:
 - If+ Subject + Past Perfect..., subject + would + Present Perfect
 - ✓ *If I had had the opportunity, I would have taken it.*
 - ✓ *If I'd had the opportunity, I would've taken it.*
 - ✓ *I woulda taken the opportunity if I 'd had it.*
 - If+ Past Perfect ..., could/might + Present Perfect
 - ✓ *If I had lost my job, I might have had to cancel my holidays.*
 - ✓ *If I'd lost my job, I might've had to cancel my holidays.*

CONDITIONALS: other expressions

Instead of 'if', we can use...

■ **SUPPOSING** (suponiendo)

- Used in 1st, 2nd & 3rd conditionals, the speaker invites the listener to imagine a situation
 - ✓ **Supposing** you lost your passport, you'd have to go to the embassy, wouldn't you?

CONDITIONALS: other expressions

■ **UNLESS** (a menos que)

- Means something similar to ‘**if ... not**’ or ‘**except if**’.

- ✓ *If you don't leave now, you'll be late.*
- ✓ ***Unless** you **leave** now, you'll be late. **
- ✓ *We'll have to cancel the show **unless** we **sell** more tickets at the last minute.*
- ✓ *We'll go to the coast tomorrow **unless** it rains.*

“You won't
know anything
unless you
try.”

- Selena Gomez

Wednesday - Nov 14, 2012 (3:58 am)

DREAMS
DON'T WORK
UNLESS
YOU DO

CONDITIONALS: other expressions

Instead of 'if', we can use...

■ **OR & OTHERWISE** (de lo contrario)

- Used to with imperative or to emphasize importance of alternative

✓ *Listen to me **or** I'll leave!*

✓ *We'd better send it express, **otherwise** it'll take days.*

(If we do not send it express, it will take days.)



CONDITIONALS: other expressions

■ **AS LONG AS & PROVIDING (that)** (siempre que)

- Used to impose CONDITIONS or LIMITS

- ✓ You can get a senior citizen's reduction **as long as** you've got a rail card.
- ✓ You can get a senior citizen's reduction **providing (that)** you've got a rail card.
- ✓ **As long as** you had the key, you would be able to get in.



CONDITIONALS: FORMAL expressions

In FORMAL SITUATIONS we use:

- **SO LONG AS, PROVIDED** (that), **ON CONDITION** (that)
 - Used to IMPOSE CONDITIONS or LIMITS
 - ✓ **So long as** a tiger stands still, it is invisible in the jungle.
 - ✓ They may do whatever they like **provided that** it is within the law.
 - ✓ We will agree to cover the expenses **on (the) condition** that you commit to a longer contract.

■ **SHOULD YOU** (SHOULD WITH INVERSION)

- It's used for FORMAL SITUATIONS instead of IF

Should+ Subject + verb

- ✓ **Should** you **wish** to cancel your order, please contact our customer service department on 02317 6658932. (or **If you should wish to cancel your order** ...)

CONDITIONALS: FORMAL expressions

■ HAD YOU (HAD WITH INVERSION)

- Only used in 3rd Conditional

Had+ Subject + verb participle

- ✓ **Had I known** you were waiting outside, I would have invited you to come in.
(If I had known you were waiting outside ...)



CONDITIONALS: FORMAL expressions

■ IF + WERE TO

- Used for things that **MIGHT** happen but we think are **UNLIKELY**

✓ *If the Prime Minister **were to** resign, there would have to be a general election within 30 days.*

■ WERE TO (WITH INVERSION)

✓ ***Were** the economy **to** slow down too quickly, there would be major problems. (If the economy slowed down too quickly ...)*



CONDITIONALS: Errors to avoid

- We don't use *will* and *would* in the conditional clause:

*If you **book** before April 30th, you will receive a 20% discount.*

✓ **Not:** ~~*If you **will book** before April 30th, you will receive a 20% discount.*~~

- We don't use *shall* or *will* in the main clause in second conditional sentences

*If you worked harder, you **would** earn more money.*

✓ **Not:** ~~*... you will earn more money.*~~

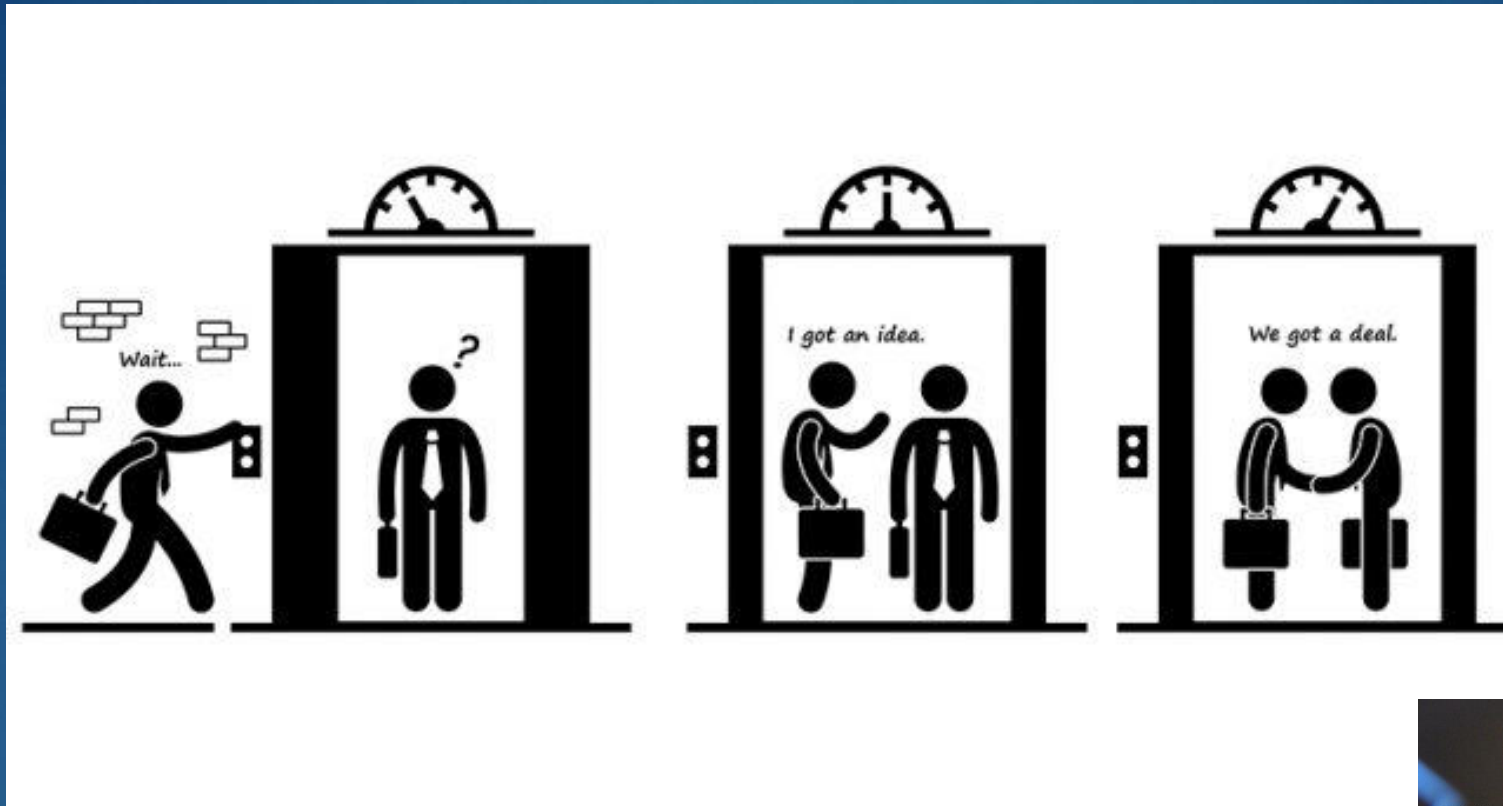
- We don't use *unless/ would* and *if* together: *

*I'll try to get there about 6.30 **unless** you want me to arrive earlier.*

✓ **Not:** ~~*I'll try to get there about 6.30 unless if you want me to arrive earlier.*~~

POLL TIME!

Elevator pitch



What is an elevator pitch?



What is an elevator pitch?

- **Quick persuasive speech** → create interest in a project, a concept, or people.
- **Distills** ideas into the simplest, clearest points of value, what makes you different.
- **Instills** enough curiosity to make the prospect want to hear more.
- **NO longer than the time it takes to ride an elevator to the top floor in a building.** (i.e. between 30 seconds to 2 minutes).



What is an elevator pitch?

- Most **opportunities** to meet **with influential people** happen **spontaneously** and unpredictably.
- There are **many different contexts** for pitches
 - Professional Intro/Networking
 - Job interviews
 - New ideas
 - Sales pitch
 - Business start up
 - Social causes
- **Pitching is a skill:** there are ways to perfect it.
- Think of it as a commercial and **you're the product/promoter.**



Elevator pitch types

- **The subject line pitch**

Credit Card Company:
“You’re missing out on reward points.”



- **The Twitter Pitch**

“Twitter. Get the news before it happens”

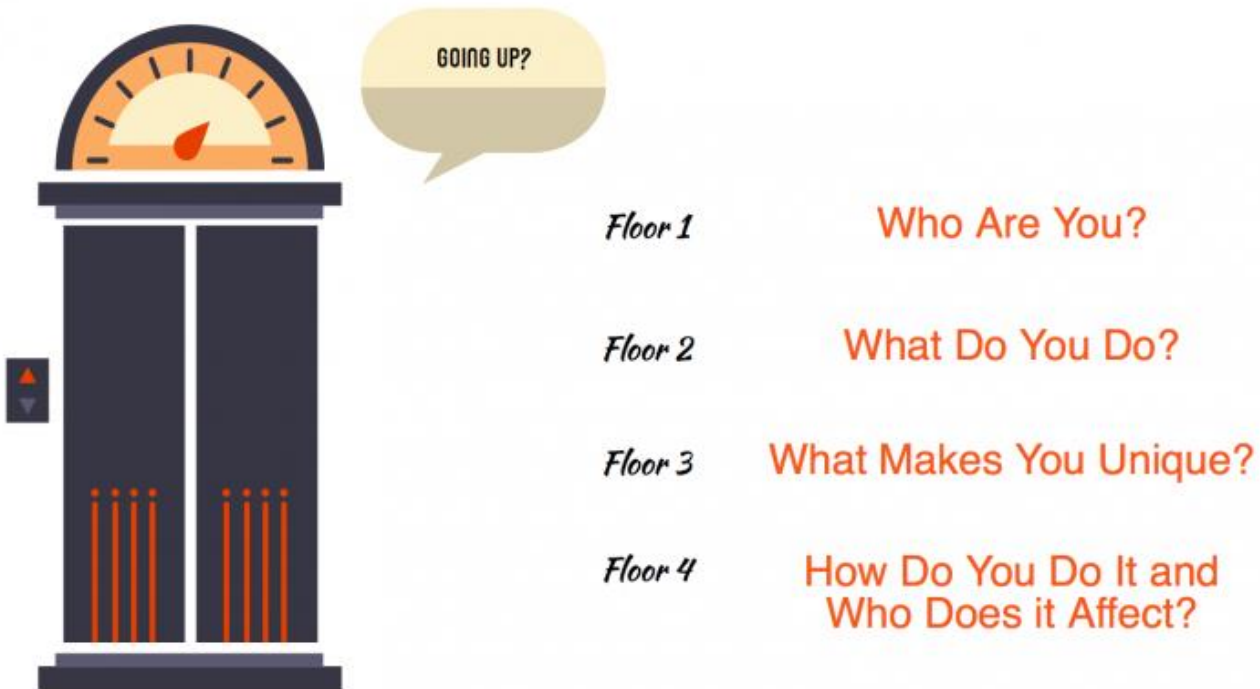


- **The Pixar Pitch**

“Once upon a time
<<INTRODUCE CHARACTER AND CONTEXT>>”



ELEVATOR PITCH *ESSENTIALS*



- KEY THINGS: *
- Make it flexible.
- Use the pitch as a conversation starter, not a monologue.
- Use your pitch to ask a question to the person you're pitching.
- Be yourself. In all cases and contexts.
- Be concise. Less is more!

Create your elevator pitch

1. Identify Your Goal

Objective of your pitch



2. Explain What You Do

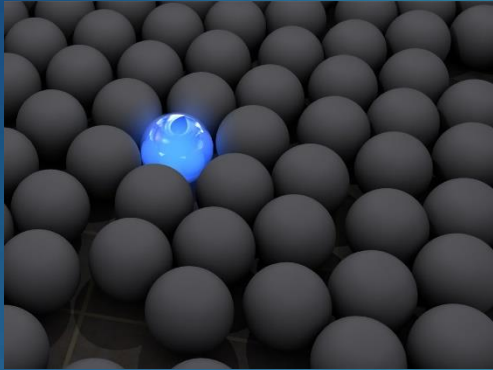
- What do you want your audience to remember most?
- Keep in mind that your pitch should excite you first

It should bring a smile to your face and quicken your heartbeat



Create your elevator pitch

3. Communicate Your **USP**



Unique Selling Proposition:

- Identify what makes you, your organization, or your idea, unique.
- Focus on your **SOLUTION** to a **PROBLEM**.

4. **CTA** Activate your audience (**Call To Action**)

- Prepare open-ended questions

"So, how does your organization handle the training of new people?"

- Encourage further contact and exchange contact information

"I would be happy to explain more. Feel free to connect with me on Linked In."

Create your elevator pitch *

▶ Preparing your pitch

- 1st complete each section → **put it all together.**
- Read it aloud and use a stopwatch to time how long it takes: **NO longer than 20-30 seconds.**
- Cut out anything doesn't absolutely need to be there : **The shorter it is, the better!**



Create your elevator pitch *

▶ Example: Networking

- *"Hello! My name is Manuel. It's a pleasure to meet you. I have a background in business analytics with experience of just over 10 years in creating data-driven solutions for various business problems. Specifically, I love and have had great success in making sense of data with our executive staff. It sounds like you do similar work. I would love to keep in touch to learn more about what you and your company do."*

Create your elevator pitch *

- ▶ Example: Promoting a company / selling a product

*"My company develops mobile applications that businesses use to train their staff remotely. **This means that** senior managers can spend time on other important tasks.*

***Unlike** other similar companies, **we** visit each organization to find out exactly what people need. **This means that**, on average, **95 percent** of our clients are happy with the first version of their app.*

So, how does your organization handle the training of new people?"

Practice your elevator pitch

- ▶ Practice makes perfect: **How** you say it is just as important as what you say.
- ◉ If you don't practice, it's likely that you...
 - ◉ Will talk too fast or too slow
 - ◉ Sound unnatural
 - ◉ Forget important elements of your pitch.
- ◉ The more you practice, the more natural your pitch will become.
- ◉ Make sure that you're aware of your **body language** as you talk.



AMPLIFIERS FOR YOUR PITCH



INVESTORS & CRITICS

- **Tangible demonstration:** Get the audience involved in a demo.
- **Risk Reduction:** Show the Dragons you understand what the risks are, and how you will quell them
- **Authority:** Includes the primary elements of knowledge, experience, credentials, and public recognition.
- **Scarcity:** Show the Dragons that the opportunity to invest is (truthfully) fleeting.



AMPLIFIERS FOR YOUR PITCH

- **Shock, Fascination, or Intrigue:**

Give a simple statement that surprises them and get attention

- **Metaphor:**

Create a metaphor that allows them to easily associate, compare, and draw relations.

- **Clarity:** Check your clarity as to...

- Primary problem & the way the product/service solves it.
- Alternatives to the product/service, but emphasizing how you are better.
- How big the market is.
- The cost of the solution.
- The price you can charge.
- How much action or money you need and for what purpose.
- What the Dragons will receive for their money.



AMPLIFIERS FOR YOUR PITCH

- **Repetition:** Repetition drives the message deeper.



Repeat a key idea **3 times** in the presentation.

- **Contrast:** The Dragons' brains are actively looking for a **contrast** to help them analyze and categorize the data for a decision.



- **Story:** Great brands are about great stories.
- **Time:** Keep the pitch short.



Tips for your elevator pitch

► TIPS

- Keep small takeaway items with you, which you can give to people after you've delivered your pitch



- Remember to tailor your pitch for different audiences, if appropriate.

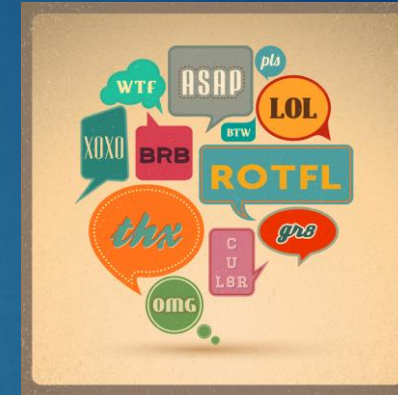


ELEVATOR PITCH MISTAKES TO AVOID

- Speaking too fast.



- Using highly technical terms, acronyms or slang.



- Not being focused.



- Not practicing what you're going to say.



ELEVATOR PITCH MISTAKES TO AVOID

- Being robotic.



- Not having a business card or other take-away with you.



- Not saying anything.



EXAMPLES: EDUCATOR (story)

Can I tell you about my toughest teaching experience? I was assigned to a school which was located in what can only be described as the middle of nowhere. There was one road into town and one road out and it took four hours to get to anywhere bigger. I was brought in to help teach a class that had consistently scored in the lowest percentile in state and national tests. As a result, the students had a reputation for being less than smart, and most were dropping out before they even got to their junior year. When I got there, I realized it wasn't that the students lacked intelligence, they lacked resources! Their textbooks were outdated, the library was almost bare and most students had never even been on the internet, much less owned a computer. Between petitioning local government and organizing several bake sales and charity fundraisers, I was able to raise enough money to get the school equipped with high speed internet as well as purchase several new computers for the library. Now those students are not only scoring in the top percentile, but the dropout rate has fallen to almost zero and they have record numbers of students graduating and going onto college. Hi, I'm Mary Marm and I want to bring that same enthusiasm and drive to my next teaching position. May I give you my resume?

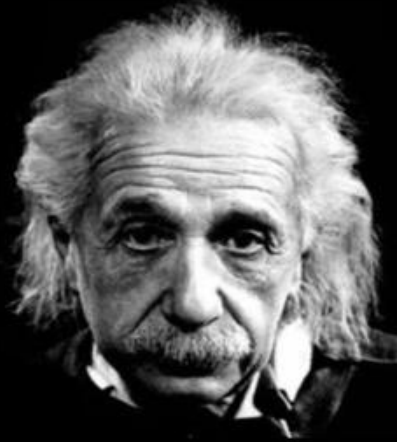
To sum up



The purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with wants to hear more even after the elevator ride is over.

— Seth Godin —

AZ QUOTES



“If you can't explain it simply, you don't understand it well enough.”

Albert Einstein
smarty-pants physicist

