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Assignment: “Drafting and Revising Your Elevator Pitch Using AI”

Overview: This assignment was developed for *Com 2020: Introduction to Business Communication* in the Communication Studies Department. Its objective is to help students craft, refine, and present an effective elevator pitch while utilizing generative AI tools like ChatGPT for revision. Students first write their pitch independently, then use AI to enhance clarity, tone, and conciseness, all while maintaining their authentic voice. Beyond Com 2020, this activity could be adapted for courses emphasizing professional communication, such as management or marketing, as well as technical fields like computer science where clear communication of skills is vital. It also applies to non-academic contexts, such as career workshops or internships, helping participants draft cover letters, introductions, or even pitch ideas. With its focus on revision and voice, this assignment could extend to creative writing or performance-based courses to explore AI’s role in storytelling and editing.

Format: 1-Minute Elevator Pitch

Task: Prepare a short speech that introduces you to a professional contact in a meaningful and memorable way by highlighting your skills and accomplishments with specific examples. The elevator pitch is a common genre, and the only way to build a successful one is by preparing it, polishing it, and revising it.

Assignment Objective: The goal of this assignment will be to help students practice crafting a concise and compelling elevator pitch. After doing so, students will then use AI tools to refine and improve it while also ensuring to keep it in their own voice before presenting it in class. Through completing this task, students will learn how to communicate ideas more clearly and efficiently while utilizing and prompting AI with effective questions to enhance your professional language. It will also demonstrate the limits of AI in being able to capture personal details and to be individually creative.

Required components of your elevator pitch:

- o Your name and current position/company (if applicable) and school program
- o Your relevant skills and how they translate to the opportunity. (*For example, if the position requires the employee to meet with clients, and you have excellent interpersonal skills, discuss how your skills will help you excel in those client meetings instead of just saying you have “good” interpersonal skills*)
- o A recent, relevant accomplishment or contribution and how it helps make you a strong candidate for the position. This accomplishment or contribution should be memorable and interesting.

Steps for Preparing your Elevator Pitch:

Step 1: Choose a job or internship opportunity. You may wish to look at job postings in your preferred field or use a position/situation from your current workplace or internship. No matter what you choose, it should be a specific posting/opportunity and one that you could realistically

apply for. Check handshake for updated job/internship listings or visit the STARR Career Center for help.

Step 2: Draft your pitch. Do this on your own without using AI. Your pitch should make sure to include all the required components listed above. Once you have begun this process on your own, you can then prompt AI to help you. This will help you retain your personal voice in your pitch.

Note: *We will do an in-class peer workshop to help you brainstorm these skills with other students.*

Step 3: Use AI to refine your pitch. After drafting your pitch, use an AI tool (e.g., ChatGPT, or a similar tool) to help refine and enhance it. Focus on improving the following aspects:

1. **Clarity:** Is the message clear and easy to understand?
2. **Conciseness:** Can you eliminate unnecessary words without losing meaning?
3. **Tone:** Does the tone match the intended audience?
4. **Impact:** Is the pitch persuasive and engaging?

Try prompting AI with notes like “Make this sound more professional, but also keep a casual tone” or “Prioritize XYZ skills.”

Note: This step also includes an in-class peer review where students also read your pitch to consider the goals of the assignment.

Step 4: Submit your original pitch and your revised elevator pitch with a brief reflection of 150-200 words on this process. Explain how AI helped improve your pitch and what you learned about the revision process. Also, consider what the limitations of AI are in your reflection.

Reflection Question (in your submission):

- Do you feel that AI helped preserve your voice in the pitch? Where did AI get this wrong?
- What does it mean to maintain your own voice in an assignment like this?

Step 5: Present your speech. Deliver your elevator pitch in class on **XXX**. Please be prepared to share your answers to the reflection questions in class in small groups.