

6th June, 2019

MODUPE AREMO

## WINNING COMMUNICATION 2

Modupeoluwa Aremo is a communication expert. Her desire to have people be the best version of themselves is a huge part of her person. She loves creative thinking and encourages unconventional approaches to things.

She has gathered experience in Business development, business communications as well Business Marketing working with NBC and now So Fresh, a leading premium healthy food firm.

She loves God deeply and constantly seeks to be an expression of Him.

She loves to dance (in secret), has a thing for yam and she so loves to travel. She plans to tour the world with her Husband someday!

Good Evening Ladies,

was your day? It's a cold night on this side of the world!

Hope the rain isn't keeping you out? Best place to be at this time is Home on a comfy bed.

So this is the second edition of **Winning Communication**

To kick off tonight, we would be talking about **Elevator Pitch** as a tool to achieving Winning Communication.

Introducing yourself well sets the tune for how you are perceived and how quickly you get the result you want. As such as, what you say and how you say it makes a lasting impression that gets you an excellent result.

We get a whole lot done just by what we say and how we say it!

Whether at a networking event, with a friend or at the beginning of an interview, one tool many people use to make introductions simple and effective is the elevator pitch.

Elevator Pitch is simply a summary of who a person or what a business is about which is shared to leave a lasting impression as well as sell oneself.

As the name depicts **Elevator** It's named for the time it takes to ride an elevator from bottom to top of a building (roughly 30 seconds or 75 words).

**So imagine you have 30 seconds to introduce yourself and sell yourself, What would you say?**

One of the benefits of a personal elevator pitch is that it prepares you to introduce yourself when exciting opportunities present themselves in everyday life.

The elevator pitch can also be a helpful framework as you're planning your answer to the popular interview question, **"Tell me about yourself"**, or considering what to include in your cover letter.

It can quickly help a new contacts understand why they should connect with you or consider you when an opportunity arises.

An advantage to using an elevator pitch when speaking about your career or aspirations is that you can take the lead. Instead of waiting on the other party to direct the conversation, you can assertively explain what you have to offer. In many interactions, such as a job interview, this can be a relief to the person you are speaking to; they will be glad to see you know both what you want and how to ask for it.

Now, Your elevator pitch should answer the following questions:

- **Who are you?**

- **What do you do?**

- **What do you want?**

**Start by introducing yourself**

As you approach someone to pitch to, whether that's at an event, interview or anything in between, start off with an introduction. Give your full name, smile, extend your hand for a handshake, look the person directly in the eyes and add a pleasantry like, "It's nice to meet you!".

*I'm Modupe Aremo, A Media and Communications specialist. Nice to meet you*

**What do you do?**

If you are like me who is into so many things, this question can be difficult to answer. I almost also find it hard to answer **Profession** Everytime I have to fill a form.

This is where you'll give a brief summary of your background. **Be specific about that one particular thing you do**

You should include the most relevant information like your achievements, education, work experience and/or any key specialties or strengths.

If you're not sure what to include like me, after this session,

- try writing everything that comes to mind about what you do on a piece of paper.
- once you've recorded everything, go through and remove everything that's not absolutely critical to explaining your background and why you have what your listener may be looking for.
- once you have it down to just a few points, organize them in a way that makes sense in your person.

Here's an example:

*"Hello, my name is Modupe Aremo, It's so nice to meet you! I am Media and Communications Specialist with a core focus in creating strategic ideas to build an excellent brand reputation. Along with my seven years of professional experience, I have a Masters Degree in Media and Communications from Pan-Atlantic University, giving me the theoretical knowledge needed for identifying brand image challenges and ability to proffer the appropriate solutions.*

### **What do you want?**

What you want for your pitch could be consideration for a job opportunity, an internship request, or simply to get contact information.

This is a good opportunity to explain the value you'll bring, why you're a good fit for a job, or generally what your audience has to gain from your interaction.

### **Focus on what you have to offer**

You should end your elevator pitch by asking for what you want to happen next. Examples can include asking for a meeting, expressing interest in a job, or asking someone to be your mentor.

Asking for what you want might sound too forward, but it is important you give the conversation an action item instead of letting it come to a dead end. **Ask!**

After you've taken time to develop a pitch that's focused on your background and immediate goals, practice and refine it.

Reading your elevator pitch out loud to yourself can reveal any mistakes, opportunities for better wording or extraneous information that might distract from your main points. Ask a friend to help you practice out loud and give feedback to start polishing your speech.

### **Take your time**

An elevator pitch is a quick conversation by nature, but try to avoid speaking too fast. Keeping your pitch to around 75 words should help you deliver information in a clear, digestible way. *\_Be mindful of rushing through it or trying to add in too much information.\_*

### **Express confidence**

Even the best elevator pitch can lose its effectiveness if your delivery lacks confidence. Keep your chest high, shoulders back and smile when meeting someone and delivering your pitch. Use a strong speaking voice to show confidence in your experience and what you want in the future.

The target may not be to seal a deal or make someone buy your product or even get you the job. But it would be an open door for a future conversation or a second time meeting schedule or as simple as the person remembering you when they have an opportunity for you!

**Your elevator pitch could be the beginning of a new opportunity, so draft, review, refine and deliver with confidence**

**Start every conversation with an intention to win someone over always!**

### **Be intentional!**

So you meet a Director in a Multinational at a Job Fair and you have just 60 seconds to tell her about yourself so that she can give you her business card to continue the conversation in a one on one meeting in her office!

**What are you going to say to her?**

Thank You for your time Tonight. I hope you learnt one or two things that you find useful!

**Question:** When introducing yourself, is gesticulation alright or wrong? Most times, I find myself gesticulating.

**Answer:** Well, it is okay to add gesture to how we speak. However, it is important to be as calm as possible, being calm shows confidence. Don't add so much gesture that the person you are speaking with gets distracted from what you are saying and all they remember is the way your hand was moving.

Use a little gesture as possible.