

Week 9 Discussion_ BUS 599

Pitch Perfect" Please respond to the following:

1. Watch the following Lynda.com videos from the video series *Giving Your Elevator Pitch* with Todd Dewett:

[“Benefits to an Elevator Pitch”](#) (2 min 01 s) (See below link)

https://lynda_files2-a.akamaihd.net/secure/courses/157139/VBR_MP4h264_main_SD/157139_01_01_MM30_Benefits.mp4?c3.ri=3770237105628046987&hashval=1496015827_af92a1f121ec2a6533e628e56644696d

[“Making an Initial connection”](#) (2 min 43 s) (See below link)

https://lynda_files2-a.akamaihd.net/secure/courses/157139/VBR_MP4h264_main_SD/157139_01_02_MM30_Initial.mp4?c3.ri=3770237105628049323&hashval=1496015951_e8b41455aa7fdb5a5adc61cb85fdb7b7

[“Structuring your Pitch”](#) (3 min 57 s) (See below link)

https://lynda_files2-a.akamaihd.net/secure/courses/157139/VBR_MP4h264_main_SD/157139_01_03_MM30_Structure.mp4?c3.ri=3773333325069248803&hashval=1496016037_d52afca6c33c6404601faed3ff0394a4

2. Then, rank the following factors in order of importance when developing an elevator speech, and provide a rationale for your response.

Speech is confident, not arrogant

Use of positive and compelling words

Short in duration

General to the industry in question

Specific to the company's mission and company's values

Supplemental (Optional / Not Graded)

- Watch the Lynda.com video titled [“Writing the Executive Summary”](#) (2 min 49 s) from the video series *Writing Business Reports* with Judy Steiner-Williams. (See below link)

https://files3.lynda.com/secure/courses/157341/VBR_MP4h264_main_SD/157341_02_04_MM30_Exsum.mp4?a33uK4Q_s-viUj5z9FPIYgvLCKP98Yjd3EdgNMcNIJm2RCZZnWfXb8hJ7rSbHk6LD04JNcFtxi6LDyqbjRb--WgDCYDqfhSlyuEFvn_74WqXMnM8-LdHUqOdLmSP8Yn2U8iFKi1d9WdimjsUYpBNyQnCFETmAZ0LhMc4NwhfSldgwwW_xC0TRek&c3.ri=3769955646220435222

WEEK 9**Course Learning Outcome(s)**

- Analyze the role of a company mission, vision, and objectives and the impact to business strategy.

Preparation (Required / Not Graded)

- Reading(s) from *Successful Business Plan*
 - Chapter 4: The Executive Summary
 - Topics: the executive summary is crucial; what to convey in your executive summary; targeting the summary; the two types of executive summary; writing the summary.
 - Chapter 19: Looking for Money
 - Topics: not all money is equal; debt versus equity; sources of money; improving your chances of getting funded; tailoring your plan for your recipients; following up; email and voicemail; and “the elevator pitch”.

Activities (Required / Graded)

- Assignment 4: Presentation (70 points)
- Discussion: Pitch Perfect (20 points)
 - Watch the following Lynda.com videos from the video series *Giving Your Elevator Pitch* with Todd Dewett:
 - “Benefits to an Elevator Pitch” (2 min 01 s), located at <http://www.lynda.com/Business-Skills-tutorials/Benefits-elevator-speech/157139/197216-4.html?org=strayer.edu>.
 - “Making an Initial connection” (2 min 43 s), located at <http://www.lynda.com/Business-Skills-tutorials/Making-initial-connection/157139/197217-4.html?org=strayer.edu>
 - “Structuring your Pitch” (3 min 57 s), located at <http://www.lynda.com/Business-Skills-tutorials/Structuring-your-pitch/157139/197218-4.html>.
 - Then, rank the following factors in order of importance when developing an elevator speech, and provide a rationale for your response.
 - Speech is confident, not arrogant
 - Use of positive and compelling words
 - Short in duration
 - General to the industry in question
 - Specific to the company's mission and company's values
- ~~Peregrine Exam (submission link is located in Week 9 of Blackboard)~~
 - ~~Note: You must take the Peregrine exam in Week 9, 10, or 11. For credit, you must take the assessment and also upload your completion certificate. Additional details are located in the notes section of the Course Guide (at the end of the Course Guide).~~
 - ~~**Faculty Note:** For specific instructions on how to record students' grades for the Peregrine Assessment, please review the Peregrine Grading Instructions in the Instructor Center.~~

Supplemental (Optional / Not Graded)

- Watch the Lynda.com video titled "Writing the Executive Summary" (2 min 49 s) from the video series Writing Business Reports with Judy Steiner-Williams, located at <http://www.lynda.com/Business-Skills-tutorials/Writing-executive-summary/157341/196701-4.html?org=strayer.edu>.