

Flipgrid Elevator Pitch

Grades 9–12

Introduction

In this AppSmash activity, students access and implement their [YouScience Discovery](#) results as they use Flipgrid to craft and record an introductory elevator pitch for a specific career. Students then provide, seek and accept peer feedback to improve their pitches.

Needed Items and Materials

- Desktop, laptop or Chromebook
- Access to YouScience Discovery results
- Access to Flipgrid
- Elevator Pitch Planning Sheet
- *Sample Elevator Pitch Planning Sheet*



**Best Fit
Careers**



**Describing
You**

Get Started

- Instruct students to log in to their YouScience account (details on page 2).
- Give each student a copy of the [Elevator Pitch Planning Sheet](#).
- Guide students to the **Best Fit Careers** section on their Discovery home page.
- Remind students that they can sort their careers by **Educational Investment** and by **Fit Type**. Have students choose one career to focus on.
- Have students click their chosen career to complete the next section of the planning sheet. Have students scroll to the **How This Career Fits You** section in their chosen career and pick three aptitudes with a strong fit (orange dot is inside or close to the white circle) or moderate fit (orange dot is a moderate distance from the white circle).
- Have students go to their **Describing You** results from the menu (three lines) in the upper left corner and select one statement from each of their chosen aptitudes to complete the three boxes on the planning sheet. Have students take the accuracy of the statements and how well they fit the selected career into account. *If students aren't sure, have them return to the career card and explore the core tasks for their chosen career. This helps students determine which aptitude statements are important.*



**EDUCATOR
ESSENTIALS**

21st Century
Success Skills
Certification
Preparation

**Standard 1
Personal Success Traits
Objective 6.3**

Understand the importance of seeking and accepting feedback.

- Have students use the information they noted from their YouScience results as well as additional details as they create a foundation for their elevator pitch.
- Give students time to craft and practice their elevator pitches.

Record (Using Flipgrid)

- Access the YouScience Elevator Pitch Topic on Flipgrid using the following link or by searching the [Flipgrid Discovery library for YouScience](#).
- Make changes to the topic if needed and share the link with your students to invite them to record their pitches. The link can be shared through a QR code, Google Classroom, Microsoft Teams or Remind.
- If you're new to Flipgrid, you can create a [free educator account](#).

Peer Feedback

- Determine the type of feedback you want students to give their peers along with the number of pitches you want to require them to comment on.
- Decide on a format for student feedback. Flipgrid supports both text and video feedback.
- Have students watch their peers pitches and give the required feedback through the Flipgrid comments feature located below each video. *Do this only after all students have submitted their Flipgrid pitches.*

Creativity Boost (Optional)

- Have your students create a sample business card to represent what they would give to a potential employer after they deliver their pitch.
- YouScience + Flipgrid + Canva: Encourage students to design a backdrop that represents their selected career or industry for their Flipgrid pitch using [Canva](#). *Canva for Education has Flipgrid templates available and is free for educators and students.*

Extend the Activity (Optional)

- Have students repeat the activity with a different career to show them how and why to customize their pitches for different careers.
- Have students adjust and re-record their pitches after they get peer and/or teacher feedback.
- Assign students to record their Flipgrid pitch at home and “dress the part” to show that they understand how to dress professionally.

Student Login

Browser

1. Visit login.youscience.com.
2. Enter email and password.

SCOIR

1. Open your SCOIR dashboard.
2. Visit your career profile.
3. Choose to view full profile.

Georgia

1. Log in to the student information system and click the SLDS Portal link.
2. Choose "My Career Plan."
3. Select YouScience.

ELEVATOR PITCH PLANNING SHEET

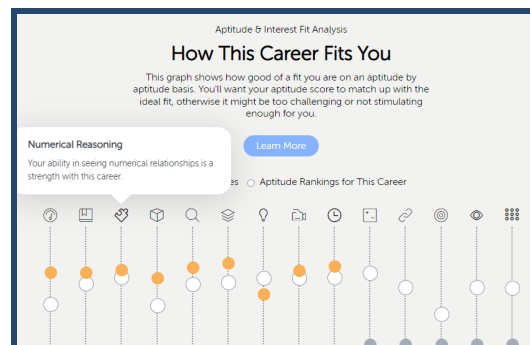
Student Name:

GET STARTED

1. Log in to your YouScience account.
2. Select the **Best Fit Careers** section.
3. Choose one career from your matches and write it in the box below.

CAREER:

1. Click the career card for your selected career and scroll down to the **How This Career Fits You** section.
2. Pick **three** aptitudes that are a strong fit (orange dot is inside or close to the white circle) or moderate fit (orange dot is a moderate distance from the white circle).
3. Hover over each icon at the top of the dotted section to find the name of the aptitude. Write one aptitude in each box below.
4. From menu (three lines) in the upper left corner, select **Describing You.**
5. Scroll down to find each of the three aptitudes you list below.
6. Select one statement from each aptitude section and write it in the corresponding statement box below.



APTITUDE 1:

STATEMENT 1:

APTITUDE 2:

STATEMENT 2:

APTITUDE 3:

STATEMENT 3:

ELEVATOR PITCH PLANNING SHEET

FILL IN THE BLANKS FOR YOUR PITCH

INTRODUCTION

Hi, I'm _____ and I attend _____ school in
FIRST AND LAST NAME NAME OF SCHOOL

_____, _____.
CITY STATE

ABOUT YOU

SKILL, CERTIFICATION, ACHIEVEMENT, HOBBY, EXTRACURRICULAR ACTIVITY

APTITUDE STATEMENT #1

APTITUDE STATEMENT #2

APTITUDE STATEMENT #3

GOAL(S)

I plan to continue my education in _____ at _____.
MAJOR OR SKILL AREA TRADE SCHOOL OR COLLEGE

to prepare for a career as a _____.
CAREER

CLOSING

I look forward to discussing internship and job shadowing opportunities with you in the future.

FLIPGRID

1. Use the link provided by your teacher to access the Flipgrid topic.
2. Use your "Fill in the Blanks Pitch" as the foundation for your Elevator Pitch.
3. Be creative and personalize your pitch to make it stand out.
4. Practice reading and delivering your Elevator Pitch to ensure the length doesn't exceed 60 seconds.
5. Speak slowly and clearly, but naturally.
6. Make sure your facial expressions and tone of voice are friendly and persuasive.
7. Record your Elevator Pitch by choosing the blue Add Response button. If you use effects or add a backdrop, be sure they look professional.
8. Review your video and rerecord if needed.
9. Submit your video.

ELEVATOR PITCH PLANNING SHEET

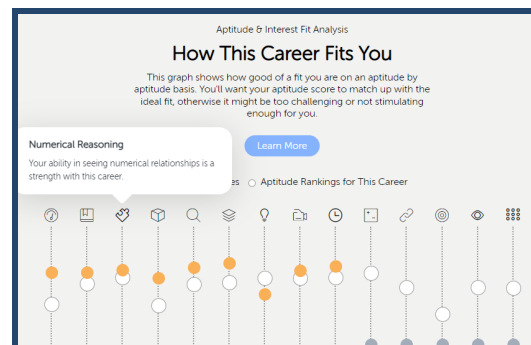
Student Name: Sample Student

GET STARTED

1. Log in to your YouScience account.
2. Select the Best Fit Careers section.
3. Choose one career from your matches and write it in the box below.

CAREER: *Market Research Analyst*

1. Click the career card for your selected career and scroll down to the **How This Career Fits You** section.
2. Pick **three** aptitudes that are a strong fit (orange dot is inside or close to the white circle) or moderate fit (orange dot is a moderate distance from the white circle).
3. Hover over each icon at the top of the dotted section to find the name of the aptitude. Write one aptitude in each box below.
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Numerical Reasoning

Your Numerical Reasoning is how easily and automatically you see patterns or trends in numbers.

- I'm automatically aware of trends or patterns in numerical data.
- I'll excel in classes like statistics, finance, or business analytics.
- I can spot and project trends in numbers, I am natural for building strategies for the future based on the past.
- Give me a numerical puzzle to solve or a code to crack, and I'm in my element.

APTITUDE 1: *Numerical Reasoning*

STATEMENT 1: *I'm automatically aware of trends or patterns in numerical data.*

APTITUDE 2: *Work Approach*

STATEMENT 2: *I enjoy a group effort toward a common goal, and I am happy to do different jobs to contribute.*

APTITUDE 3: *Timeframe Orientation*

STATEMENT 3: *I'm good at powering through requirements to achieve my long-term goals. I don't give up easily*

ELEVATOR PITCH PLANNING SHEET

FILL IN THE BLANKS FOR YOUR PITCH

INTRODUCTION

Hi, I'm Sample Student and I attend East Niles High school in
FIRST AND LAST NAME NAME OF SCHOOL
Skokie, Illinois.
CITY STATE

ABOUT YOU

I have a certification in Marketing I certification and am an active member of DECA.
SKILL, CERTIFICATION, ACHIEVEMENT, HOBBY, EXTRACURRICULAR ACTIVITY

I'm automatically aware of trends or patterns in numerical data
APTITUDE STATEMENT #1

I enjoy a group effort toward a common goal, and I am happy to do different jobs to contribute.
APTITUDE STATEMENT #2

I'm good at powering through requirements to achieve my long-term goals. I don't give up easily.
APTITUDE STATEMENT #3

GOAL(S)

I plan to continue my education in Applied Economics at University of Kansas
TRADE SCHOOL OR COLLEGE
 to prepare for a career as a Market Research Analyst.
CAREER

CLOSING

I look forward to discussing internship and job shadowing opportunities with you in the future.

FLIPGRID

1. Use the link provided by your teacher to access the Flipgrid topic.
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