

**Scott College of Business  
Spring 2023 Elevator Pitch  
Evaluation Sheet**

**Prompt**

In one minute or less, tell us about a time when you have had to correct one of your teachers or superiors when they were wrong? How did you approach that situation?

**Evaluation Form**

Time Limit: 1 minute max

Score each item on a 0-10 scale with 10 being the best possible score and 0 being the absence of the skill or behavior being evaluated.

Introduction

\_\_\_\_\_ Initial Greeting/hook – not just name and basic info, but something that grabs attention

\_\_\_\_\_ Transition to pitch –it flows naturally from the intro into the meat of the presentation

Content/Message

\_\_\_\_\_ Explained the topic - did they give enough detail to pique your interest

\_\_\_\_\_ Relayed relevant content – did they stay focused or did they wander

Close

\_\_\_\_\_ Asked for the next step (call, interview, etc.)

\_\_\_\_\_ Clear Ending/close – did they have a clear conclusion, or did they fade out or say “that’s all I have?”

Communication

\_\_\_\_\_ Verbiage (concise, professional) – did they use proper language?

\_\_\_\_\_ Energy (enthusiastic about subject matter, confidence) – were they engaged & excited?

\_\_\_\_\_ Time (kept to time limit)

\_\_\_\_\_ Nonverbals (posture, eye contact, facial expressions, smile) – did they look at the camera, smile, etc.?

\_\_\_\_\_ TOTAL