

## HDFS Elevator Speech Video

HDFS 490

Based on what you have learned regarding how to explain your human development and family studies major as well as the importance of an elevator speech in networking and interviewing, you will develop an elevator speech for use when interacting with potential internship sites and professionals. Construct an elevator speech that highlights your interests, goals, and professional aspirations. Use the class lecture information to assist you as well as the rubric below. Keep in mind an elevator speech:

- is a short sound bite that succinctly and memorably introduces you.
- spotlights your uniqueness— (think about what sets you apart from others).
- focuses on the benefits you can provide.
- is delivered effortlessly.

The best elevator speeches are concise and can be delivered effortlessly. When you think you have arrived at your speech, practice reading it out loud and then make adjustments for clarity. Your sentences should not be so long that you have to gasp for air before they end. Sentences should also be able to stand alone since you will be interacting with another individual who will likely break into your speech as a part of conversing.

Completed video recordings should be submitted to Canvas.

### HDFS Elevator Speech Video Rubric

Components	Possible Points	Earned Points
1. Elevator speech incorporates technically correct information about the HDFS discipline.	10	
2. Elevator speech mentions concrete skills or knowledge the author possess.	10	
3. Elevator speech highlights previous experience to support speech.	10	
4. Elevator speech clearly states career goals.	10	
5. Elevator speech is articulated clearly, grammatically correct and free of errors.	5	
6. Elevator speech is delivered effortlessly, making good eye contact, presenting and positive facial expressions.	5	
7. Elevator speech is 60 seconds or less in length.	5	
8. Appropriate professional dress is evident in the video recording.	5	
<b>Total</b>	<b>60</b>	

*Note, elevator speeches may be shown in class.*

© Michael Sturm, MFT

All rights are owned by Michael Sturm, MFT. Permission to adopt the resource should be gained from the author: [mrs36@psu.edu](mailto:mrs36@psu.edu).  
Permission has been given to the National Council on Family Relations to share this material.