



BUILDING FOR SUCCESS

Mastering Your Elevator Pitch: The Art of Effective Communication

Presented by Angela Barak, Diversity Communications
Manager, Illinois Tollway Program Management Office
April 28, 2025



**Please remain
muted for the
duration of the
webinar**

**Questions can be
submitted via the
chat box and will be
answered during the
Q&A portion**



HOUSEKEEPING RULES

Presented on April 28, 2025

WELCOME AND INTRODUCTIONS

Mastering Your Elevator Pitch: The Art of Effective Communication

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WHAT IS AN ELEVATOR PITCH?

- A brief, compelling summary that introduces a business, product or service
- Typically lasts 30 seconds to 2 minutes
- Aims to capture the listener's interest and prompt further conversation

IMPORTANCE OF AN ELEVATOR PITCH

First Impressions Matter



- First impressions are crucial in networking and business contexts
- An effective elevator pitch helps differentiate you from competitors
- Provides clarity about your value proposition to potential clients or partners

Essential Elements:

Building Your Pitch for Maximum Impact!



Concise Introduction: Grab attention with a brief personal introduction.



Value Proposition: Clearly define your services and their benefits to the listener.



Unique Selling Point: Highlight what sets you apart from your competition.



Engaging Storytelling: Use a relatable example to connect emotionally.



Call to Action: Encourage the listener to take the next step for doing business.

ELEVATE YOUR GAME:

Creating The Perfect Elevator Pitch

- Identify Your Purpose: Know the goal of your pitch—what do you want to achieve?
- Know Your Audience: Tailor your message to resonate with the listener's interests.
- Draft and Refine: Write down your pitch and revise it for clarity and succinctness.

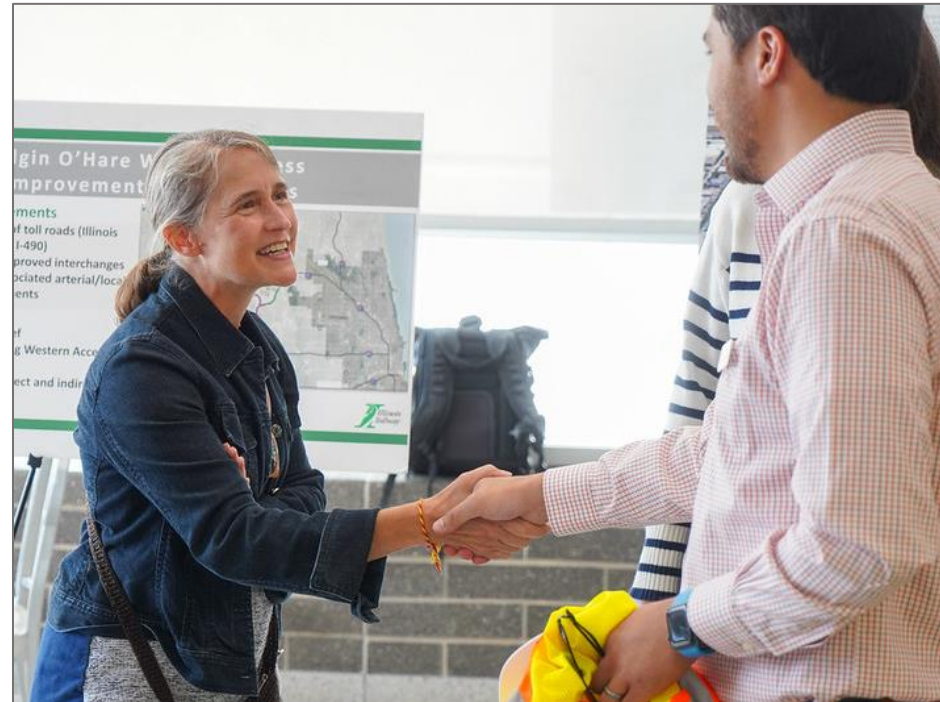


THE POWER OF DELIVERY

Making Your Pitch Memorable

Delivery is as important as the content of the pitch.

- Body language, eye contact, and tone contribute to effectiveness.
- Engaging delivery keeps the listener interested.
- Authenticity matters! Be genuine and passionate about your message.



TIPS FOR EFFECTIVE DELIVERY

Overcoming Common Challenges



- Practice to ensure smooth delivery.
- Practice in front of others to receive feedback.
- Record yourself to identify areas for improvement.
- Consider participating in networking events or workshops focused on communication skills.

REAL-WORLD APPLICATIONS

- Business networking events
- Pre-Bid meetings
- Training seminars
- Conferences and seminars
- Career fairs



HELP IS AVAILABLE

Technical Assistance Program



**Illinois Hispanic
Chamber of Commerce**

Michael Mendez

mmendez@ihccbusiness.net



Downtown Chicago



Inner City Underwriting

Elise Roper

eroper@icutechassist.net



**Chicagoland | Aurora
Rockford | Waukegan**



TECHNICAL ASSISTANCE

POWERED BY THE ILLINOIS TOLLWAY

Equipping Businesses for Success



QUESTIONS

DIVERSITY AND STRATEGIC DEVELOPMENT

PROGRAMS

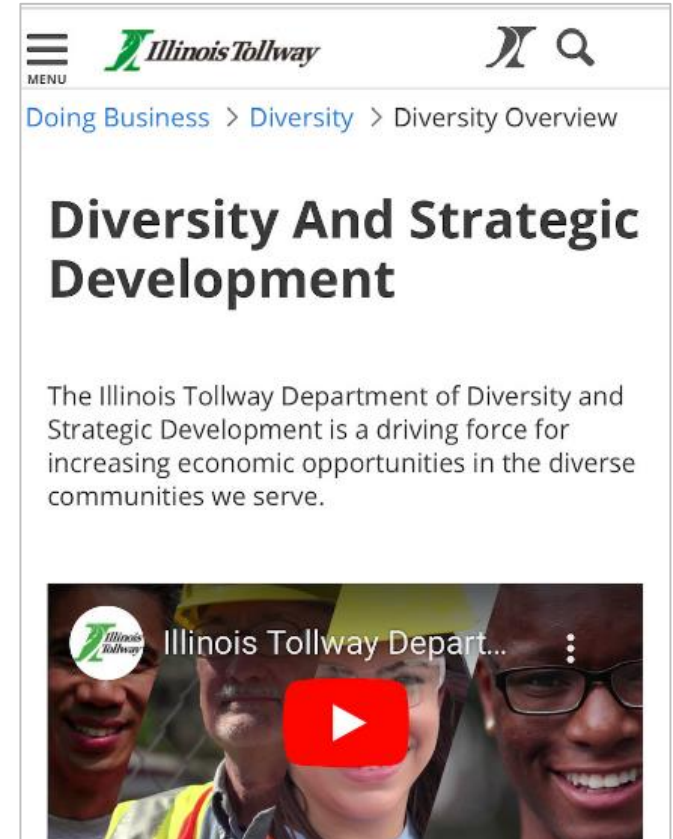
- Business assistance
- Mentoring and training
- Construction industry training and hiring opportunities

INITIATIVES

- Virtual outreach sessions
- Training webinars
- Contracting opportunity emails

REGISTER FOR TOLLWAY DIVERSITY ALERTS!

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SOCIAL MEDIA



THANK YOU

