5-Minute “Pitch” Presentation

**“Pitch” Presentation**

Your group will be given 5 minutes to present a “pitch” presentation to a practitioner or group of practitioners to present your new or enhanced service for the community pharmacy setting.

**Goal:**

The goal of this presentation is to increase your ability to lead from any position by being able to succinctly communicate a message in a persuasive manner that creates follow up action.

**Preparation:**

To prepare for this presentation, please watch the 15 minute ASHP video, “The ‘Elevator Speech’: Prepare, Pitch, and Persuade!” on your own time prior to coming to class. <https://www.dropbox.com/s/irv24ed47xl2csq/Elevator_Speech_08_30_12.mp4?oref=e&n=53982814> This is part of ASHP’s Great Expectations video series.

You do have to create an account with ASHP to access the video. You do not need to be a member or pay for membership though. Access to the video is free for both members and non-members of ASHP.

As you will see in the video, they mention that an elevator speech should not be longer than 2 minutes. Your group presentation will be 5 minutes, so you will have a slightly expanded version of an elevator speech, but 5 minutes is still very condensed, so many of the principals for efficiency that you would use for an elevator speech will be very helpful in preparation for your group’s “pitch” presentation.

**Structure:** We would like for your group to have a lot of creative freedom with your presentation. With that being said, 5 minutes is a very short timeframe, so we wanted to give you just a little bit of guidance in terms of structuring your 5 minute pitch. This guidance closely follows the same principles outlined in the ASHP video, “The ‘Elevator Speech’: Prepare, Pitch, and Persuade!”, but is customized to your group’s presentation.

**1. Introduction**

- Introduce group members

- Provide learning objectives for learners. You may only have a few, since this is a quick presentation. Briefly summarize what you would like your learners to take away from your presentation.

**2. A good opening statement**

- This should be brief and provide a quick summary of your group’s position

* The video indicates this should only be one sentence. It is okay to expand that just a bit for your ‘pitch’ presentation.

- This should quickly pique the interest of your audience.

* Think about posing a question to the audience or provide some

persuasive information or fact that increases interest in your enhanced or new clinical service.

**3. A statement of the problem or goal trying to achieve with supporting data**

- What you want to focus on here is what the service is that you are promoting and why there is a need for this service.

**4. A solution to the problem**

- Detail the benefits to the practice of pharmacy that your solution (your new/enhanced clinical service) provides. Think about benefits from an administrative perspective, from a pharmacy provider perspective, and from a patient perspective.

- Again if you can use data, this can be very powerful. If there are pharmacies out there already implementing a service like you are suggesting, this can be very powerful to include in your presentation.

**5. Implementation of New/Enhanced Clinical Service**

- Discuss the high points of how your group envisions this service being implemented in a community pharmacy setting.

- This wouldn’t necessarily be part of a normal elevator speech, but would be an important next step and is an important part of your ‘pitch’ presentation.

**6. A strong close**

- Address what any next steps may be.

- Is there anything that your audience members could do to advocate for this new service or further this cause?

- Ask the audience for questions and thoughtfully respond.

**Participation:**

Our expectation is that each group member will participate in the preparation and in contributing to delivering the presentation itself. Each group member is expected to speak during the presentation.

**Timing:**

As mentioned above, our expectation is that your group will provide this presentation in 5 minutes or less.

**Evaluation:**

This presentation will be worth 30 points for each individual of the group. The pharmacist(s) listening to your presentation will use a rubric to score your group’s presentation and to provide feedback on your presentation. If more than one pharmacist rates your group’s presentation, we will use an average of the scores to create your group’s final grade.

Please see the Rubric for Evaluation of the 5 minute “Pitch” to see how you will be scored for this activity.

If possible, we also will record these presentations to help document your progression throughout the curriculum.