

**The One-Minute Elevator Speech – RUBRIC**  
**NEUR 3020**

**Student Name:** \_\_\_\_\_

An elevator speech is an informal speech delivered by a person with the intention of gaining the attention of a particular audience (usually one person) in an effort to gain a subsequent appointment to discuss their topic further. For this assignment, the speaker is you and the topic is \_\_\_\_\_. Elevator speeches help the speaker to learn how to seriously consider what s/he has to offer a particular employer. It helps the speaker organize their approach to questions such as: “tell me about yourself” and/or “why are you interested in our company?” Through this assignment you will practice overcoming speech anxiety. Take your time and concentrate on delivering your speech smoothly and confidently. You have something special to offer—be sure you let the other person know what that is.

Process:

1. Your topic is \_\_\_\_\_— and you will be talking to a potential buyer, employer or colleague.
2. Develop an outline, then a complete text of your speech.
3. Practice your speech with a partner.
4. Record your speech and critique your performance.
5. Give your speech. Time limit: 1 minute.
6. When not speaking, take notes on the important points in others’ speeches.

Criteria:

1. Speaker must introduce him/herself and identify what s/he has to offer.
2. The body of speech must identify the topic and what it is you are selling, offering or proposing.
3. The body of speech must include what you have to offer.
4. Speaker must remain on topic.
5. Speaker must have an appropriate conclusion that entices the recipient of the information to consider the product.

The following rubric will be used to assess speaker’s ONE minute speech:

Organization:	_____/30
✓ Speaker has a clear introduction, body, and conclusion and does not stray from the topic: YOU.	
Sufficient Support:	_____/15
✓ Speaker clearly develops his/her ideas with examples, information, and evidence	
Tone:	_____10
✓ Speaker is both mature and sincere and approaches the speech with seriousness	
Volume:	_____/10
✓ Speaker adjusts his/her volume to the size of the room and scene with consideration for his/her audience	
Eye Contact:	_____/15
✓ Speaker connects with his/her audience through natural and sufficient eye contact	
Speech Habits:	_____/20
✓ Speaker does not cause distractions or use poor speech etiquette (chewing gum, leaning on partner, “um,” “like,” fidgeting)	