



Step 2: Do you have a Goal for your Pitch?

Highlight of Module

Successful people know what they want to achieve before they start working. They have a goal. This is brought out effectively in Habit number 2 of Stephen Covey's *The Seven Habits of Highly Effective People*: ***Begin With the End In Mind***

Habit 2 is based on imagination--the ability to envision in your mind what you cannot at present see with your eyes. It is based on the principle that all things are created twice. There is a mental (first) creation, and a physical (second) creation.

In the context of the Elevator Speech, you need to first visualize what you want to achieve and then, create a speech that will help you to achieve that objective.

Exercise 3: What is your goal?

Using the components of Habit 2, write down what you want to accomplish.

Exercise 4: Does your current elevator pitch meet the criteria of impression? If not, where do you think you are going wrong?