**Video Your Business Pitch Exercise TEACHER GUIDE**

(Updated: May 11, 2017)

**Instructions**

Part I: Live Presentation - every student should rehearse a business pitch of some type to his / her classmates. Audience members should use the form below to provide feedback to presenters.

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| **Video Pitch Feedback Form** | | | | |
| Student Name | |  | Date |  |
| Pitch Subject | |  | | |
| **Ranking Criteria / Points** | | | | **Points** |
| **Presentation Style** | Presenter was relaxed, confident and enthusiastic (0 to 5 pts) | | |  |
| Presenter spoke with appropriate speed and volume (0 to 5 pts) | | |  |
| Presenter was aware of - and effectively managed - audience response (0 to 5 pts) | | |  |
| Presenter answered questions effectively (0 to 5 pts) | | |  |
| **Pitch Content** | Information was logical and clear (0 to 5 pts) | | |  |
| Slides / visual aides were legible and well-organized (0 to 5 pts) | | |  |
| The "ask" of the presentation was clear (0 to 5 pts) | | |  |
| **Total Points** | | | |  |
| Notes (use back if necessary) | | | | |
| Every student watching a presentation should complete one of these scorecards. The intent is as much to help student-observers engage as it is to provide helpful feedback to each presenter. | | | | |

**Instructions**

Part II: Video Review - student-presenters should review the video of their pitch after receiving feedback from the audience members. Students should then complete the form below.

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| **Video Review Form** | | | | |
| Student Name | |  | Date |  |
| Pitch Subject | |  | | |
| **Overall Reaction to Feedback (use back if necessary)** | | | | |
| Encourage your students to provide several paragraphs that reflect on their reaction to the feedback they received.  This written sample should make the Business Pitch exercise a "total communications" exercise - written and verbal. | | | | |
| **Specific Ways I Will Improve My Presentation Style** | | | | |
| Time in Video | Opportunity for Improvement (What I Did / How I Could Improve) | | | |
|  | Students should cite the minutes / seconds of the video where they will indicate a *specific* way that feedback helped them identify a way they could improve.  In this section the student can provide bullet points. Fully-formed paragraphs are not a requirement of this section. | | | |
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