

SCRUTINIZING ELEVATOR SPEECH TECHNIQUES USED IN CELEBRITY INTERVIEWS

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Abstract

World today is developing and moving faster. Enhancement in the fields of education, technology, science, research, and so on has resulted in a very high competitive spirit especially among the graduates. In such a scenario, people are much concerned about equipping themselves with all recent developments. People do not have time to spend hours listening to anyone. Right from employment interviews 'brief it out' is the usual cliché that is used. These circumstances lead to the usage of elevator speech. People are interested in knowing the crux of the meeting. There is no time for an elaborate conversation in a busy goal life. The 'the platinum 90' or the first ninety seconds of meeting someone is the crucial period to give an expressively crisp information of anyone or anything. If the person is successful in using this 'platinum 90', it may provide opportunities for an elaborate conversation. Examples of elevator speech techniques could be better understood through celebrity interviews. Any celebrity interview will be very short and crisp owing to shortage of time. The answers would be to the point black and blue without adding any exaggerating explanations. Such answers and conversational attitude are in demand these days. Objectives of this paper are to bring out the usage of elevator speech in the select celebrity interviews and to elucidate the needs of inculcating elevator speech in various situations of routine life for a momentous success.

Keywords: *Elevator Speech, Celebrity Interview, Choice of Words, Inculcating Elevator Speech.*

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Introduction

In a rapidly developing environment of today even all the domestic routine is all simplified with technology. It is the era of robots and humanoids. Robotics is becoming a boon in all the tech arenas and the concept of Humanoids are emerging. In such a scenario, there are high possibilities for robots to conduct interviews and if it is programmed in a way that there are word limits for each answers, then elevator speech technique will be the only way for performing better in the employment interviews conducted by robots. (Times of India). Educational institutions have understood the need for inculcating interview skills through soft skills training as a part of academic activity to enhance the overall professional competency of the students. Hence, in order to bridge the gap between employed and unemployed ratio and to ensure better career opportunities, educational institutions have started introducing placement cells within the campus where the students are trained to equip themselves with better professional skills.

Through this article, attempts are made to bring out the various elevator speech techniques by scrutinizing the chosen celebrity interviews with an objective of how if this kind of interviews will benefit the students if used to enhance their interview skills.

Elevator Speech

A few definitions as mentioned will help in better understanding of elevator speech techniques.

Business dictionary defines elevator speech as “Very concise presentation of an idea covering all of its aspects, and delivered within a few seconds (the approximate duration of an elevator ride).”

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Investopedia defines elevator pitch as “A slang term used to describe a brief speech that outlines an idea for a product, service or project. The name comes from the notion that the speech should be delivered in the short time period of an elevator ride, usually 20-60 seconds.”

“An elevator pitch is a brief, prepared statement that defines a product, service or outlines the value of an organization or individual in as little as 15 seconds, the length of time of a typical elevator ride.” (Whatls, 2012). Furthermore, it is added that typically, an elevator pitch begins with an introduction, quickly moves on to a short summary of the subject and concludes with a question or provocative statement intended to make the listener think about the pitch later on. An effective elevator pitch contains clear language that the audience understands and uses layman's terms rather than hard-to-follow technical terms. The pitch is personalized for the intended audience and can be tailored to suit the interests of varied listeners (2012).

To market oneself in an employment interview, appropriate vocabulary is in demand. In a short span of time, the candidate must be able to tell even the minute details of all the achievements without creating any boredom. For this, the techniques of elevator speech are of great help. ‘Platinum 90’ or the first ninety seconds of meeting the interviewer is always the prime time to impress the employer. If this 90 second is used aptly, it will add to the successful moment.

For a better elevated speech, enhanced speaking skill and choice of vocabulary is in demand. From a course work designed by Sridhar and Sahana of IIT Bombay on *Creating your Elevator Speech*, it could be understood that a well crafted elevator speech should be Precise; Problem must be emphasized, should have proper examples and should be free from vague points (2014, 2015). Speaking is a usual act and is carried out by all living beings. But when it comes to a professionalized way of speaking especially in an interview, there are many people who stammer. A well refined speaking skill encompassing good vocabulary, wise usage of words and the need of time management is required. There are ample of researches done to prove that art of speaking is intertwined sociological and psychological state of a person apart from their cultural background.

Qualities of Good Elevator Speech

Manjusha in her article titled *Elevator Speech to Meliorate Interview Skills in the Era of Humanoids: A Study* has brought out the qualities of elevator speech as thus

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From various resources since the year 2010-16 a good elevator speech is crafted keeping in mind the following qualities –

- Clear-cut, exact
 - Accentuate the crisis to be addressed
1. Furnish a milieu
 2. Exclusive
 3. Hub problem
 4. Mold the pitch – tone, examples
 5. Apposite vocabulary abet To craft a good elevator speech

Essays of Francis Bacon could be used as a reference as the entire collection is written in the simplest way but with immense of meanings.

Need for Elevator Speech

Employment interviews are accepted selection procedure keeping in mind many different points of view like communication skills, professional competency and academic performances. In organizations around the world, employment interviews continue to be one of the most frequently methods to assess candidates for employment (Ryan, McFarland and Baron, 1999; Wilk and Cappelli, 2003). According to Frank G. Zarbord school of Business, Purpose of interviewing is “to market your skills, and to allow the employer to discover why you want to work there specifically, whether or not you can do the job, and if you are a good fit. The goal of the first interview is to get the second interview.” To market professional skill, and to create an opportunity for the employer to understand the hidden talents to hire the candidate depending upon the eligibility and aptness is the basic scenario of employment interview because it is time for the candidate to fight against the battle alone where the knowledge gained and skills acquired are put to test.

Employment interview is the arena where the soft skills competency and professional etiquettes of the candidate are also tested. Within the short span of time, the applicant will have to impress the interviewer through an enhanced communication skills, body language and expressions of attitude. The contender is put in a platform where maximum has to be explained in the minimum time. Until and unless the aspirant has a good command over language and it will not be possible to reach the zenith of success as spontaneous user of positive words to exhibit the passion and willingness to work.

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From the article titled *Higher Education in India – Issues, Challenges and Suggestions* by Dr. J D Singh it is mentioned that “According to a study only 25% of engineering graduates are directly employable (Infosys, an IT giant, last year sorted through 1.3 million applicants only to find that around two percent were qualified for jobs.) Quality of education delivered in most institutions is very poor. While India has some institutions of global repute delivering quality education, such as (Indian Institute of Management) IIMs and (Indian Institute of Technology) IITs, we do not have enough of them. It has very narrow range of course options that are offered and education is a seller’s market, where is no scope of incentive to provide quality education. There is clearly a lack of educated educators and teaching is not an attractive profession.” If the quality of education system is to be improvised, innovative methods to enhance professional skills of the students are to be adopted.

Celebrity Interviews and Elevator Speech

The very thought that would flash in the mind of many on hearing the word celebrity is the ‘successful’ people in various industries who occupies various industries and the ones who are always found in the lime light zone but through this research article, those celebrity who are known but is not remembered by many often are chosen. Celebrity interviews of Ms. Sudha Chandran the acclaimed actress and Bharatanatyam dancer, Ajay Kumar Reddy captain of India’s blind team cricket, Mentor Ravina Jagtap and her team troop of ‘6 – Pack Band’ – India’s first transgender music band are chosen for this research article. These celebrities are not remembered often but they are the source of great motivation and inspiration if their life and achievements are read and made known.

For instance is the interview given by Ms. Sudha Chandran to Tanaya Singh of Better India on January 14, 2016 she has profoundly explicated her life after accident she has stated “My failures are the only source of inspiration for me.” To all the questions posted, she has answered in simple yet with the most powerful words. No where her emotions were expressed in a negative sense though she had hatred towards many who were responsible to her situation, she has managed to answer precisely. This is one of the technique and quality of elevator speech that is the pathos as Aristotle states are to be expressed in a right sense at right time diplomatically and clearly.

Similarly, the interview given by Ravina Jagtap and her team troop of ‘6 – Pack Band’ – India’s first transgender music band to Bhagirath Iyer of Better India on January 28,

2016 is filled with inspirational stories and life lessons of how life and unexpected situations are to be handled in a matured way. To quote an example, for a question on how society look them, the answer given was “Half of India still see us as different, but we are happy because the other half wants us to sing.” With no second thought, it could be stated that this very positive thought is the key note of an elevator speech as it has elevated their attitude towards life and has elevated the can do spirit of the readers.

Through this research article, celebrity interviews are chosen as a tool to bring out the nuances of elevator speech because key elements like time management, handling unexpected situations, answering to emotionally breaking down questions could be well understood through these interviews. If such interviews of celebs are used as a source to enhance interview skills of the students and to impart elevator speech techniques, it would be an innovative tool.

Conclusion

Manjusha through her article titled *Triggering The Impact Of Interview Skills Through Elevator Speech Technique: A Review* has vividly stated “Interview skill which is a cluster of personal traits like communication skills, team work, managerial ability, and problem solving aptitude plays a noteworthy role in the life of a person’s accomplishments and it would assist them to become accustomed to new scenarios. In the rapidly developing competitive world, the demand for professional skills keeps increasing. Any sector like aviation, hospitality, industries, educational fields etc, will prefer candidates who have the ability to make things easier. Priority will be for those who have the aptitude to deliver innovative ideas crisply without killing the time of listeners. In short, a person with good language proficiency and equipped with knowledge of how to elevate themselves will be successful one. So, one has to be strong in the techniques of speaking to master over interviews.” Life keeps changing resulting in many new challenges and if only a person is equipped with necessary professional skills, it would be possible for them to tackle the challenges in a better way. Endowing oneself with enriched vocabulary and spontaneity would make them more qualified and would improve their level of employability.

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