



DESIGN SHOWCASE

**ELEVATOR PITCH: A MULTI-MODAL
LEARNING PROGRAM FOR
PROFESSIONALS READY TO OWN
THEIR VALUE**

THE SPARK

This program didn't start with a client brief. It started with a personal need and observation.

While building her consulting and coaching practices, Ally found herself navigating the same challenge from the beginning of her sales & training career. her peers and coaching clients kept raising the same sentiment as well— how do you talk about yourself clearly, confidently, and in a way that actually lands?

Fellow coaches started requesting structured support around it. The demand was organic and consistent. So she built an accessible resource she wished had existed.

THE RESULT

Elevator Pitch — a program designed to help professionals and soulpreneurs stop underselling themselves and start walking into any situation authentically and ready. And because most of Ally's L&D work was built inside organizations and remains proprietary, it serves a second purpose: a transparent, end-to-end look at how she actually designs a program from first question to final delivery

THE DESIGN PROBLEM

Most people are never formally taught how to talk about themselves. Yet that skill shapes every interview, every discovery call, every networking conversation, and every first impression. The gap isn't ability — it's articulation.

The design challenge was specific:

build something accessible to anyone trying to communicate their value, regardless of industry, background, or context. Whether someone is pitching for a job, a client, a collaboration, or confidence — the core skill is the same.

DESIGN DECISIONS

As both the instructional designer and subject matter expert, every decision in the development process was intentional. The design started with a single governing question:

WHAT DOES SOMEONE NEED TO KNOW, BELIEVE, AND BE ABLE TO DO IN ORDER TO INTRODUCE THEMSELVES WITH CONFIDENCE AND CLARITY IN ANY SETTING?

That question drove the content architecture — and shaped one of the most important design decisions made early: build for flexibility across modalities from the start.

DESIGN DECISIONS CONT'D



Elevator Pitch Steps

ONE OPENING CONNECTION

Complete the following activity

WHAT YOU WILL ACCOMPLISH	INSTRUCTIONS	RESOURCES
Get a sense of how you will introduce yourself	Answer the following questions: • Who are you? • What do I do? • Why am I here?	Elevator Pitch Workbook Pen/Pencil Voice Recording Device*

*You can use a mobile phone, a digital voice recorder, or a voice recording app.

MODALITY-FIRST ARCHITECTURE

The most deliberate early decision was to build for flexibility across delivery formats from the start — not design one version and adapt it later. The content was architected so the same core materials serve three distinct formats without rebuilding:

- **A self-paced online course learners move through independently**
- **A live 3-hour virtual session facilitated in real time**
- **A customized in-person or virtual program facilitated for a specific organization or group**

The materials remain consistent across all three formats; what changes is how they're sequenced, paced, and activated for the audience and context. This was a deliberate instructional design choice rooted in a core L&D principle: great content shouldn't be format-dependent.

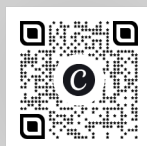
ACCESSIBILITY OVER INFRASTRUCTURE

Rather than building inside an enterprise LMS, the course was built using a deliberately accessible tech stack — **Wix** (course infrastructure), **Microsoft PowerPoint**, **Adobe Audacity** (audio), and **Canva** — a intentionally accessible stack that kept the course buildable and updatable . A conscious tradeoff that prioritized reach and flexibility.

APPLICATION OVER INFORMATION

Every component was designed to move learners from concept to practice, not concept to comprehension. The program isn't about knowing what an elevator pitch is — it's about leaving with one that actually sounds like you.

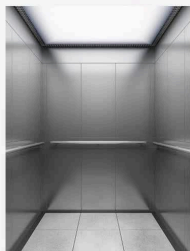
Soulful & Strategic:
Crafting Your
Elevator Pitch



THE SELF-PACED ONLINE PROGRAM

VIDEO LESSONS

WHAT IS A SOULFUL ELEVATOR PITCH?



Conversational, direct instruction that models the thinking process behind a strong pitch, not just the format. Designed to feel like a coaching session, not a lecture.

SELF-PACED WRITTEN MODULES



The In The Moment Example

Who: Fitness Coach & Nutritionist
Where: You've caught an inquisitive eye

Pitch

"Yeah, I'm a fitness coach and certified nutritionist—I help people build strength and confidence in a way that actually fits their lifestyle. It's less about chasing numbers and more about feeling good in your body — moving better, having more energy, and actually enjoying the process. If you've been thinking about getting started, I offer a free intro session so you can get a feel for my style and see what works best for you. You can grab a spot through my site or just shoot me a message. I'll send you the link."

Structured frameworks, prompts, and examples that guide learners through building their own pitch from the inside out.

WORKBOOKS AND WORKSHEETS

WHAT YOU WILL ACCOMPLISH	INSTRUCTIONS	RESOURCES
Get a sense of how you will introduce yourself	Answer the following questions: - Who are you? - What do I do? - Why am I here?	Elevator Pitch Workbook  Pen/Pencil  Voice Recording Device* 

The application layer. Exercises move learners from concept to draft to refined language through specific prompts designed to surface the authentic story behind their value — not a polished-but-hollow script.

The sequencing follows a deliberate arc: understand the purpose of an elevator pitch → identify your unique value → build your story → refine and practice → deliver with confidence. The goal at the end of every version of this program is the same: participants leave feeling more confident sharing their pitch regardless of the venue, the audience, or the format.

WHY "SOULPRENEUR" ?

EVERY PROGRAM STARTS WITH ANALYSIS

Before a single module is built, Ally asks:

Who is the audience?

Not just their job title — but who they are, what they're trying to accomplish, and what they need to believe about themselves before a new skill can take root.

For Elevator Pitch, "professionals ready to own their value" was only the first layer. The deeper question was: what actually makes a pitch work?

AUTHENTIC BEATS SCRIPTED. EVERY TIME.

A pitch only lands when it doesn't sound like one. Scripts make people polished. Authenticity makes people real — and real is what gets remembered, trusted, and acted on.

The design challenge: how do you teach someone to be more authentically themselves? That question led Ally to a concept rooted in her own personal development education, and to the word that now anchors the entire program.

INTRODUCING: SOULPRENEUR

Soulpreneur (n.) — a purpose-driven entrepreneur who builds from a place of intuition, authenticity, and alignment with their soul's calling, blending heart and strategy to create impact and transformation for themselves and the collective.

This definition isn't a spiritual qualifier — it's a design frame. It captures the mindset shift the program creates: from "what do I say?" to "what do I actually believe about what I offer?"

WHY IT APPLIES TO EVERYONE

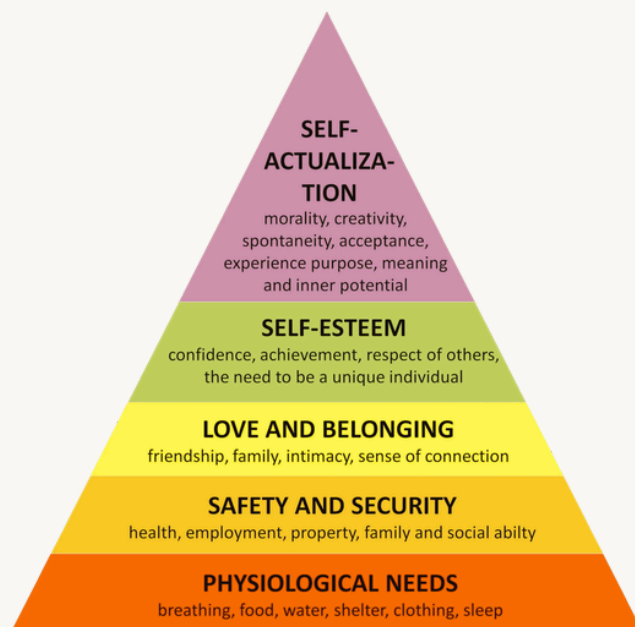
Everyone is a soulpreneur. Whether you're employed, self-employed, or somewhere in between — your career is your personal business. You are always selling your ideas, your skills, your value.

Elevator Pitch operates at the upper levels of Maslow's Hierarchy — **Self-Esteem and Self-Actualization** — the psychological conditions that make a pitch believable to the person hearing it, and to the person delivering it. The result is a skill that transfers across every industry, career stage, and room.

WHAT THIS MEANS FOR THE PROGRAM

The soulpreneur lens shifts the goal from completing an assignment to connecting with your why. Participants aren't filling in a template — they're learning to say out loud what was already true about them.

That's the transfer. That's why this program works for a job seeker, a solopreneur, a sales professional, or a coach — all at once.





DELIVERY & REACH

Three live virtual sessions have been delivered to a total of **10** independent participants. The program is available on demand as part of Ally Miller Consulting's service portfolio — offered responsively when the need is real rather than on a fixed schedule.



CONTINUOUS IMPROVEMENT

The program is treated as **a living design**, not a finished product. Ongoing **feedback gathered through verbal debrief, participant surveys, and facilitation observation** — evaluated through 18+ years of L&D experience — drives regular refinement. Each iteration sharpens the content, tightens the delivery, and responds to what participants actually need.

This mirrors the same approach applied throughout Ally's corporate L&D career: design is never finished, only improved. Updates to specific industries, audiences, and/or organizations are easily created with the current content



EARLY OUTCOMES

Early participant outcomes validate the core design premise. Participants have reported tangible results — including **landing jobs and securing new clients** — directly attributing their confidence and clarity to having worked through the program. Additionally, **rebranding and structuring** has also been outcomes.

These **qualitative wins** reflect the program's stated goal: not to teach people what to say, but to help them understand and articulate what makes them valuable — in their own words, in any room.

“

“I felt SO prepared to highlight what makes me an ideal hire during my recent interviews. I got two job offers and am certain its’ a result of this program”

-Janeen, Freelance Creative Director

“I hate the idea of working from a “script” but have worked with Ally before and always enjoy the end result of her trainings. This felt the opposite of a cookie cutter “script”. The structure in the course helped me root my conversations with executives in confidence and there was still space to feel authentic. As I continue to evolve I’m happy to have this as a resource!”

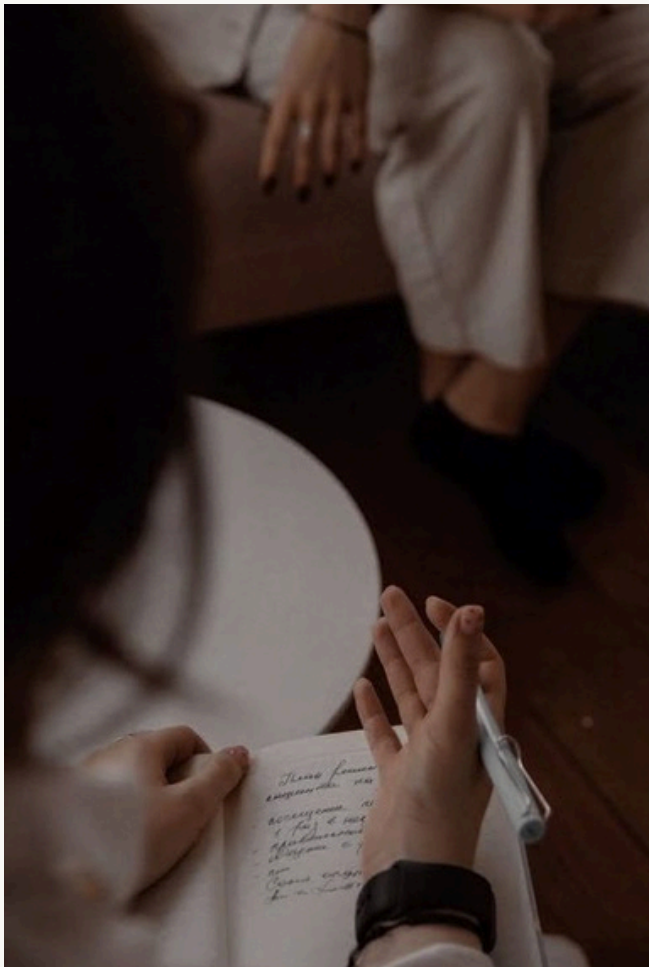
-Sara, Talent Development Leader

”

COACHING INTEGRATION

Elevator Pitch is designed to work as a standalone program and as part of a broader coaching engagement.

For **coaching clients**, the course serves as a structured foundation — a self-paced or live starting point that **builds the skills** and **self-awareness** needed before deeper **1:1 work**. It integrates naturally into an overall coaching package, particularly for clients in **career transition**, **building a personal brand**, or **stepping into a new professional identity**.



ADDITIONAL COACHING SERVICES AVAILABLE ALONGSIDE THE PROGRAM

PITCH COACHING

1:1 sessions focused on developing, refining, and practicing your elevator pitch with direct guidance

PITCH FEEDBACK

Once a participant completes their pitch, Ally reviews it and provides written or live feedback via email or virtual call — client's choice

This layered model means participants can engage at the level that fits their needs: the course alone, the course plus written feedback, or full coaching support throughout.

THE PROGRAM IN ACTION

HEAR IT HERE FIRST



A look inside the content, the conversation, and the experience



SCAN HERE

The best elevator pitch doesn't sound rehearsed — it sounds like you.

Tune in to Episode 48 of Karmic Mirror Podcast to hear Ally unpack the program, the philosophy behind it, and why that distinction changes everything.

ADDITIONAL EXAMPLES

Crafting Your Elevator Pitch

SOULFUL & STRATEGIC



Workbook

© ALLY WILKINSON

ELEVATOR PITCH STEPS

ONE

TWO

THREE

FOUR

FIVE

SIX



Opening Connection

SOULFUL & STRATEGIC: Crafting Your Elevator Pitch

10%

Overview

Elevator Pitch Basics
10% view

What You'll Learn in This Program

- What is an Elevator Pitch?
- Why Craft an Elevator Pitch? Where is it for Me?
- Additional Benefits You May or May Not Have Thought Of

1- Setting Up Your Purpose
10% view

2- The Steps to a Successful Elevator Pitch
10% view

3- Craft a Personalized Pitch That Flows Naturally
10% view

Some Ideas Steps You Can Take To Continue Growing
10% view

What You'll Learn in This Program

IN THIS PROGRAM YOU WILL:

Learn to align your message with your mission by blending intuitive insight with strategic structure

Explore the essential components of a successful elevator pitch

Walk away with a customized pitch that reflects who you are, what you do, and why it matters

INSIDE THE PROGRAM

FROM THE WORKBOOK

Contents

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- 4 WHAT IS A SOULFUL ELEVATOR PITCH?
- 5 ROOTING YOUR PITCH IN PURPOSE
- 6 ELEVATOR PITCH STEPS
- 13 WHAT TRENDS DO YOU NOTICE?
- 14 CRAFTING YOUR ELEVATOR PITCH
- 16 ADDITIONAL REINFORCEMENT ACTIVITIES

Elevator Pitch Steps

ONE

OPENING CONNECTION

Complete the following activity

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*If you prefer to verbally answer these questions use a system with a transcript function!

Additional Self-Paced Activities

Complete the following activity

WHAT YOU WILL ACCOMPLISH	INSTRUCTIONS	RESOURCES
Create a personalized Elevator Pitch using the scenarios provided	- Read each scenario - Build your personalized Elevator Pitch based off the scenario	Elevator Pitch Workbook Pen/Pencil

SCENARIO 1:

YOU ARE WORKING FROM YOUR FAVORITE LOCAL COFFEE SHOP WHEN YOU STRIKE UP A CONVERSATION WITH A FELLOW PATRON. THEY ASK YOU "WHAT DO YOU DO?"

SCENARIO 2:

YOU SIGNED UP FOR A NETWORKING EVENT FOR LOCAL BUSINESS PROFESSIONALS AND OWNERS. IT'S NEXT WEEK AND YOU WANT TO PREPARE HOW YOU MIGHT HIGHLIGHT YOUR "WORK"