

**ESD.801: Leadership Development
Homework Assignment #3: Elevator Speech
Handed Out: 5 Oct 07**

Due: 26 Oct 07 (in-class session starting at 10 am, room 32-144)

I. Read any two additional readings from the course website reference list.
Discuss the 2 additional references on Leadership by providing a 1/2 page critique of each.

II. Write a 45 second Elevator Speech and hand it in as written and/or illustrated text OR as a digital audio file (in your own voice).

What is an "Elevator Speech?"

The Elevator Speech is a very brief, concise, well-delivered description of your key idea(s). Imagine that you step into an elevator in the headquarters building of ... (NASA, IBM, EPA, French Ministry of Energy, UK Parliament, name your organization) and you find yourself riding with the CEO; you have about 45 seconds to explain your idea to him/her, and you want to make sure that every word counts.

Please pick a topic to speak on that you are passionate about and choose a 'mock' Leading Figure at the highest level to whom you will deliver your elevator speech.

After this written assignment is due in class, please edit, polish, and practice your Elevator Speech because you will all be required to deliver your speeches during class on 30 November 2007 (note time change 9 am – 12 pm to provide sufficient time).

Readings: (course website <http://tppserver.mit.edu/esd801>)

- Drucker, Discipline of Innovation
- Thomas Edison
- Bennis and Nanus, "Taking Charge: Leadership and Empowerment" (pp. 200-218).