**Activity: Elevator pitch (From Castle and Buckler, 2018: 59)**

Consider your elevator pitch, a one-minute period where you need to sell yourself as a teacher.

* Write down all your defining features as a teacher. You could use the W5H1 approach for this as summarised on the table below. Although some question prompts have been provided, you may similarly develop your own questions.

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| **Your Question(s)** | **Your Response(s)** |
| Who?  *Who has been my greatest influence as a teacher?* |  |
| What?  *What do I perceive to be a successful teacher?*  *What evidence do I have that I am a successful teacher?* |  |
| Why?  *Why did I become a teacher?* |  |
| When?  *When do I feel satisfied with my teaching?* |  |
| Where?  *Where am I most effective as a teacher?* |  |
| How?  *How do I know I am the best teacher I can be?* |  |

* From this, consider what is fundamentally unique about you. What is your unique selling point?
* Consider who you are selling to. For example, is it the headteacher and governors, the parents, or the students? Is it all three groups?
* Structure your elevator pitch into a couple of paragraphs, no more than 150 words.