



INDUSTRY MENTORSHIP: FACILITATING 'THE PITCH'

The following supports mentors in delivering 'The Pitch', designed to help mentees articulate their design process, unique selling points, and problem-solving skills within a 1- to 2-minute timeframe.

Activity Overview & Objectives

- **The Scenario:** Participants simulate meeting a prospective employer or senior architect at a networking event or interview. They have 1–2 minutes to pitch a significant degree project to make a strong, lasting impression.
- **Core Goal:** Shift mindsets from merely describing a project to pitching oneself *through* the project. Mentees must demonstrate how their project highlights their real-world value, skills, and problem-solving capabilities.

Preparation Phase (10 Minutes)

Guide mentees to select one portfolio project they are proud of and structure a brief, impactful pitch using the following 6 core criteria:

- **Project Name & Brief Overview:** State the project title and its primary purpose.
- **Key Challenge/Problem:** Define the specific design constraint, site context, or problem addressed.
- **Unique Approach/Solution:** Explain the innovative ideas or methods used to tackle the challenge.
- **Skills Demonstrated:** Highlight relevant technical or transferable skills (e.g., sustainable design, client communication, material specification, critical thinking).
- **Impact/Outcome:** Share the success, key learning, or resolution of the project.
- **Why You?:** Summarise what this project reveals about them as a future design professional.

Mentor Tip:

Remind mentees to "**Show, don't just tell.**" Instead of stating "*I am a great problem-solver,*" they should explicitly describe the specific problem they solved and the steps taken.

Delivery & Feedback Structure

If possible, include colleagues in the pitch practice to help develop their group presentation skills. Evaluate and provide constructive feedback across four focus areas:

Feedback Criteria	What to Look For
Clarity & Conciseness	Was the pitch easy to follow, succinct, and free of unnecessary jargon?
Impact	Did it grab attention immediately and clearly convey value?
Relevance to Employability	Did it effectively showcase relevant skills and personal contributions?
Confidence	Was the delivery engaging, professional, and confident?

Debrief & Reflection Prompts

- Conclude the activity by leading a group discussion using the following prompts:
- How did it feel to condense a complex project into a short, focused pitch?
- What was the most challenging part of this exercise?
- How can you adapt this pitch to answer standard interview questions (e.g., *"Tell me about a time you faced a design challenge"*)?
- Why is it essential to explicitly connect your portfolio work to the specific skills employers are looking for?