



# Central Pennsylvania Career Pathways Partnership

## CPCPP Elevator Pitch

The Elevator Pitch is a succinct, compelling description of the product or service you provide, delivered in the time it takes for an elevator ride.

### Key Benefits

1. It forces you to achieve clarity yourself.
2. It helps you understand your prospect's perspective.
3. It provides a tool for enrolling strategic partners.

### Component 1: Your product name and category.

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Central Pennsylvania school districts and career and technical centers, in partnership with businesses, community organizations, postsecondary education, economic and workforce development partners, are creating a Pathways System to enhance the college, career and life readiness of its graduates transitioning to the workforce.

### Component 2: The problem you are attempting to solve.

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Many young adults are not fully prepared for the demands of post-secondary education and training, skilled employment, and civic participation.

### Component 3: Your proposed solution.

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The Central Pennsylvania region is coming together to create a pathway system that will engage students with opportunities that clearly connect learning to real-world work experiences and in-demand careers.

### Component 4: The key benefit of your solution.

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Connect relevant academics, employability, and career skills needed for success after graduation.