

ELEVATOR SPEECH

"How would you pitch yourself if fate placed you in an elevator with your dream prospect and you only had the time it takes to get from the top of the building to the bottom?"

WHAT IS AN ELEVATOR SPEECH? It is a 30-60 second description of what you do & why someone should work with you

WHY SHOULD I HAVE ONE? You only have 30-60 seconds to make a powerful first impression. The attention span of the average person is just 30 seconds before their mind starts wandering. The other reason is people have less time today. You need to grab them quickly or lose them forever.

WHAT DOES IT CONSIST OF?

1. **Who you are, plus a credential.** Your name and something that differentiates you from your peers (major/degree, athlete, veteran) and/or establishes a relationship (graduate of same college, from the same hometown, etc.). Also, include your graduation date.
2. **State your specific goal/career interest.** Depending on where you are using your Elevator Pitch and your desired outcome of the interaction, this piece will vary. Always specify what type of position you are interested in but also consider your desired outcome: Are you simply networking, as you are not yet graduating
3. ? Are you seeking full-time employment, part-time employment, or an internship?
4. **How you have demonstrated your interest.** Demonstrate your interest and experience in the field with examples of things you have already completed. Don't just say "I have always wanted be a teacher," but rather "I am currently completing my student teaching and have participated in a number of professional development opportunities." Include any information you have on the company/organization/school (if any).
5. **Why you are qualified.** Demonstrate your qualifications by sharing leadership and work experience, achievements, expertise, skills and strengths. Communicate how your skills, education, and experience relate to available career opportunities or to what you are seeking in a position.
6. **A question or request for assistance.** Consider giving the person two options for ways they may be of assistance. For example, "If your company offers internships, I would appreciate the name of the person in charge of that program, or perhaps I could meet with you in person to find out more about your company and opportunities available."

EXAMPLE:

"Hi! My name is Mary Smith and I am a senior Interdisciplinary Studies student, seeking to teach science in grades 4-8 upon my graduation this December. I recently completed my student teaching at ABC ISD, which was a vital learning experience and afforded me the opportunity to become accustomed to the daily classroom routine, as well as develop skills in recognizing individual academic growth in students. Also, during this time I helped mentor students wishing to participate in extracurricular UIL science events. One thing that particularly caught my attention about your district is that the "all students" group has maintained an Exemplary rating in science, and at a 98% rate! As we all know awards and ratings make the difference, I would set it as my goal to strive to maintain, and even improve this rating, all while providing students with progressive and exploratory learning opportunities."

NOW IT'S YOUR TURN! LET'S GET STARTED....

I'm working towards my _____ (degree) in _____ (concentration).
I've been working at/ with _____ (school/organization/population) doing
_____ (project highlights). It's been a great experience... I really love
doing _____ and _____ (specific skills targeted to the job).
_____ (appropriate closing statement or question for person).

*If you have researched an employer (*which is something you should always do!*), try to incorporate some specific knowledge you have about them.

TIPS:

1. Summarize your overall educational experience you offer in ONE SENTENCE
2. Describe yourself as a professional in FOUR SENTENCES
3. Describe your specific offerings in ONE SENTENCE EACH
4. Highlight a passion or knack you have for something.
5. Close the speech with a statement that connects to the current conversation, or ask the employer a question that engages them further.

BE SURE YOUR ELEVATOR PITCH IS:

- **CONCISE.** No longer than 30-60 seconds!
- **Clear.** Use language that everyone understands. Don't use fancy words. If your listener doesn't understand you, you will lose them.
- **Powerful.** Use words that are powerful and strong to grab their attention!
- **Visual.** Use words that create a visual image in your listener's mind in order to make yourself memorable.
- **Tell a (Short) Story.** A good story is essentially this: someone with a problem either finds a solution or faces tragedy. Either type of story can be used to illuminate what you do.
- **Targeted.** A great elevator pitch is aimed for a specific audience. If you have target audiences that are vastly different, you might want to have a unique pitch for each.
- **Goal Oriented.** A fantastic elevator pitch is designed with a specific outcome in mind. What is your desired outcome?
- **Has a Hook.** This is the element that literally snags your listener's interest and makes them want to know more. This is the phrase or words that strike a chord in your listener.
