

Developing Your Elevator Pitch



Elevator Pitch

- An elevator pitch is your short (30-60 second) professional introduction.
- A prepared elevator pitch will help you start a conversation with a hiring leader.



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Why?

- It allows you to raise awareness of “your personal brand” by meeting other professionals and sharing your abilities, skills and background. In turn when people in your network hear about potential opportunities, they may immediately think of you.



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What?

- Your elevator pitch should:
 - Communicate your personal brand and what you want to be known for
 - Convey your unique selling points
 - Answer the questions “Tell me about yourself” “What do you do?” and “What are you interested in doing next?”



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How?

- Before you create your pitch, first think about:
- What makes you unique?
- What are you seeking?
- What can you offer?
- What do you want a person to remember about you?



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Create

Create your pitch in five steps

1. Spend some time thinking about and writing down your top work and school experiences using the STAR Method (Situation, Task, Action and Result). Choose one one-to-two experiences you want to pitch.
2. Shorten each story to a sentence or two focusing on your actions and the results of those actions.
3. Analyze the common themes:
 1. What are you good at?
 2. What do you like doing?
 3. Are you a problem solver, analytical thinker, effective communicator, innovator, etc?
4. Tailoring your pitch for the audience/person you are speaking to and the setting you are in
5. Put it together and make it conversational. Add a question to the end of your description or offer to help someone with something they are working on.



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Sample Format

- “Hi____, my name is____. I am studying____and will graduate in____. I am looking to/I am interested in____. I recently worked on a project that____. I am interested in learning about____. Can you tell me more about____.”



Sample Pitch

- “Hi, my name is Tina Tiger and I am Food and Nutrition assistant at Kennestone Hospital where we place the patient needs first.
- I am interested in a Front Office Specialist role because it challenges me to use my analytical to strong customer service skills. Most recently, I worked in Food and Nutrition where I had to place importance on patient needs. Now I am looking for full time role where I can use my customer service skills to further assist our Wellstar patients.
- How can I exceed your expectations?



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