

## Your Career

# ELEVATOR PITCH

An elevator pitch is a **quick summary of key points** about yourself, delivered in the short time that it would take for **an elevator trip**.

An elevator pitch can be very useful as a career advancing technique to market yourself briefly and effectively in a variety of settings.

A well prepared and well delivered pitch can open the opportunity for further constructive professional conversations, networking or to achieving something that you want in relation to your career development.

- It needs to be **short, informative and constructive**.
- No more than **30-60 seconds** (or aprox. 75 words in text)
- A memorable and engaging summary of your **career story to date, key skills** and an indication of what you want to achieve.

Your pitch will answer these questions:

- Who are you?
- What do you do?
- What do you want?

And will usually include:

- Key points: Your **education or employment** background and experience
- Key **skills**: Relevant to a particular role/situation you wish to progress to
- Your **hope/goal/direction**
- Depending on the situation it may include a **direct request**

## Where can you use your pitch



### INTERVIEWS

Your pitch is a strong way of beginning that frequently asked interview question 'Tell me about yourself'. A prepared pitch ensures that you will keep the conversation focused on what you have to offer and how it is relevant to the needs of the employer/requirements of the role.



### ONLINE PROFILES

Your pitch can help you write your online profiles to 'introduce' yourself to employers and potential colleagues. It can also generate higher quality contacts from employers and recruiters since you are proactively stating the type of opportunities that interest you and the skills that you can bring.



### CAREER FAIRS

A pitch is useful at career fairs where your time to interact with employers is often limited to just a few minutes. You can make a good first impression and stand out from other candidates. Begin with a general introduction and then begin your pitch.



### WHEN YOU WANT SOMETHING

You can include a question in your pitch when relevant, examples may include a request for an internship opportunity, a work placement, a mentor, a promotion, an introduction to someone or to ask for further information or conversation at later date.



### PROFESSIONAL NETWORKING & MEMBERSHIP EVENTS

Whether you are actively looking for a new job or simply interested in meeting new people, your pitch is useful during professional events to build your network. You may gain useful advice and contacts or initiate what could become a future opportunity. This type of conversation enhances and advances your career.



### INTERNAL NETWORKING

This refers to constructive conversations you have with peers, colleagues or decision makers within your current workplace. You may gain an introduction at a meeting or pitch an idea, gain buy-in or progress actions.



## TOP TIPS

- **Practice delivery:** Give your pitch a few test runs in conversations to gain confidence. Make sure to include the key points and keep it short. Just like practising for an interview or presentation, it takes a lot of practice for a pitch to come across relaxed and naturally.
- **Keep the pitch short and get your timing right:** Consider if this is a good time to deliver the pitch. Is your listener interested/available right now? Do you need to pull back or perhaps agree a different time to further discuss.
- **Don't learn off your pitch word for word.** Have the key words relevant to your pitch on the tip of your tongue and allow the sentence structure to come naturally in a conversational tone. You are aiming for a genuine, authentic and natural delivery.
- **Slow it down and be clear:** If you are nervous or over rehearsed, your pace may be too quick for the listener to catch the important information. Make a conscious effort to reduce speed and breathe. Use clear language. Avoid over-technical jargon or industry specific terms.
- **Be open to adjusting and growing your pitch:** While the core elements of your pitch will not change a lot, be aware of who you are talking to in a given situation and adjust your information as necessary. You are more likely to secure the listener's interest if your pitch is relevant and personally connecting to them.

## Develop your own pitch

### Prepare by asking yourself some questions:

What situation am I preparing for?  
Who am I? Where am I at right now?  
What have I got to offer?  
What do I want?

Once you have the key points, you can spend time polishing it up or shaping it for different situations.

Once you become comfortable with your pitch, it becomes an effective way to demonstrate your professional skills, your strengths and your interests. Most importantly it will show off your potential and how your skills may be relevant to the person you are speaking to.

### A student pitch guide

My name is \_\_\_\_\_, I am a \_\_\_\_\_(name full degree name) student at \_\_\_\_\_(name institution). Through my programme I have hands on experience in \_\_\_\_\_ and I am involved in \_\_\_\_\_(name a club/society/role that shows a relevant interest or skill). I have a keen interest in \_\_\_\_\_. I am currently working part-time at \_\_\_ and have been able to develop \_\_\_, \_\_\_ and \_\_\_ (name skills) in that role. At the moment I am looking for an opportunity to \_\_\_\_\_(name the sector/job/company/role you are aiming for) where I can \_\_\_\_\_(name skills you have to offer to the situation).

The final polish on your pitch may be to finish with one question maximum! Carefully prepare **one** question that is relevant to and likely to be within the reach of the person you are speaking with. Examples of possible questions could be one of the following:

- Does your company run a graduate programme?
- Does your department ever take students on placement?
- Would you know of an opportunity where I could shadow someone in the role?
- I am looking for a Mentor in the sector who could guide me on \_\_\_\_\_,
- Would you know the name of the Hiring Manager?
- I'd love to hear some more about \_\_\_ would you be available to meet for a chat?