



Developing your Elevator Pitch

by Margaret Krantz

Developing a Great Elevator Pitch

As you search for a job, you will have lots of opportunities to field awkward questions posed to you by potential employers, family connections, even friends: “What kind of job are you looking for?” “Tell me about yourself.” “Why should I hire you?” “What skills do you have?”

If you spend a little time developing and practicing a brief synopsis of yourself, short enough to be delivered during an elevator ride, you’ll be ready! The questions below are geared toward a job-related elevator pitch, but can be adapted for more general purposes, as well.

First, gather your material:

- Why do you want this job?
- Research the job requirements through www.onetonline.org (see “Step 1” in the example on the facing page.)
- Brainstorm your reasons for interest in this specific position.
- How can you prove/establish your interest to an employer?
- How does this position fit into your goals?

What are your strengths relative to the position? (“Step 2” to the right.)

- Brainstorm a list of your skills related to the job you are seeking (again, for help identifying the latter, refer to www.onetonline.org).
- In what ways have you had work/volunteer/leadership experience that would help you to be effective in the field?
- What specific actions have you taken in past activities that demonstrate your strengths?
- Do your talents or personality suit you for it?
- What are your proven accomplishments, or the positive “results” of your actions?

Next, figure out what counts:

- a. Think like your future boss:
 - What do you think are the problems or issues that people in this field encounter?
 - What is his or her bottom line or primary mission?
- b. Bridge your background with your future goal.
 - How can you help your future boss to fill a gap or need in the position through your unique skills?
 - How can you help him or her to have fewer problems through your contribution?
 - What are your key traits that you want to be sure to communicate? (“Step 3” on the facing page.)

Turn your brainstorming into an effective message:

- a. Write a 2-4 sentence paragraph that includes:
 - your name, your interest in the position (make sure it’s genuine!),
 - 3-4 key skills, prior experiences and/or traits that make you suited for it,
 - a summary of your sense of the main goal/purpose and challenge of the job to be,
 - how your 3-4 points above enable you to contribute effectively to addressing them (“Step 4” to the right.)
- b. Include a story or example from your past to prove your point. (“Step 5” to the right.)
- c. Check that your message is brief and on target
 - Can you use it in response to “Tell me about yourself” or “Why should I hire you?”

Now, practice:

- Try your spiel out on friends, family, Hanover alumni, former employers, mentors, people you bump into at gatherings, even people you meet on the elevator until you feel that it does a good job of introducing you quickly and effectively.

Finally, bring your documents in line:

- Be sure your résumé and cover letter underscore the points you make in your elevator pitch.

For Example:

“I am Sarah Jones, a junior history major at Hanover College, and I am interested in finding an internship in a museum, working with the public and leading programs for children.

I’ve always loved visiting museums and have memberships to both the Indianapolis Children’s Museum and the Eiteljorg, where I volunteered last summer. Through that, I saw that I would really enjoy a career in the museum field.

As a student ambassador at Hanover, I am experienced in leading tours and providing information to the public; I’ve been an active volunteer in my community through my sorority, and have experience providing educational programming to kids through the Eiteljorg and College Mentors for Kids.”

Developing your Elevator Pitch Step-by-Step

Below is an example of how your answers to the questions on the facing page might become an elevator pitch, first by completing Steps 1 and 2, then completing the remaining steps for your best strengths.

<u>Step 1</u>	<u>Step 2</u>	<u>Step 3</u>	<u>Step 4</u>	<u>Step 5</u>
Job Requirements	My Related Background	My Key Traits (Agenda)	My Elevator Pitch	Examples (Stories)
Develop Lesson plans	Student teaching Girls' Inc. Substitute teaching CMFK			
Strength 1: Adapt teaching techniques to range of needs	Student teaching Substitute teaching Girls' Inc. CMFK Englishton Park Vacation Bible School ZZZ Fraternity Coach Tutor	I am flexible and creative	"I think on my feet to keep things interesting for students. I love to engage them in the learning process, and students in my classes never complain of boredom."	"For example, during student teaching, as a science lesson, we staged a play in which students acted in roles depicting aspects of weather, learning common combinations such as rain, lightning and thunder, and the conditions in which they are likely."
Evaluate student performance	Student teaching Girls' Inc. Tutor			
Lead extracurricular activities	Academic Superbowl Drill Tam ZZZ Fraternity			
Strength 2: Maintain classroom management	Student teaching Girls' Inc. Englishton Park Substitute teaching Camp counselor Coach	I am experienced in maintaining discipline	"I know how to 'take the temperature' of a class and handle issues before they become problems."	"While I was at Englishton Park, I worked with boys diagnosed with ADHD all summer. I learned how to reinforce appropriate behavior and to recognize and handle potential problems early."
Integrate computers into classroom	Student teaching <i>[little experience: try to continue to develop this skill]</i>			
Strength 3: Conduct parent-teacher conferences	Student teaching Englishton Park Girls' Inc. Vacation Bible School	I am experienced in motivating and mobilizing parents	"I work hard to engage parents as well as students."	"As a student teacher, I found that keeping parents informed and involving them in learning outcomes made a big impact on students' progress."
Monitor security procedures	Baskin-Robbins Attend workshops,			
Maintain professional development	ISEA conference <i>[little experience: try to continue to develop this skill]</i>			

Elevator Pitch Outline

A. Identifying your audience

What is the name of person you hope to speak with?

What is your goal in selling yourself to this person?

B. Developing your key points

Your Name:

Major:

Class Year:

School:

With your goal in mind, what are your key skills or traits that you are proud of (especially if related to your goal):

1)

2)

3)

What are a couple of examples of past experience or background related to your goal?

C. Writing your "pitch"

In the space below, combine all of the above, using words that would make sense to and motivate your audience:

