

## 60-SECOND PITCH

Your 60-Second Pitch is your first opportunity to make a great impression. It is how you bring your personal brand to life and how you demonstrate your skills and what you bring to the table. Your 60-Second Pitch informs the way you start emails, phone calls, meetings, present to potential clients, etc., so understanding what makes a great 60-Second Pitch and refining your own is critical to your success.

### Things to Know

- The 60-Second Pitch is your opportunity to “hit a home run” and get off to a great start by creating a positive impression with the interviewer.
- Interviewers make up their mind within the first 5 minutes.
- Give the interviewer insight into who you are as a person. Demonstrate the Per Scholas core values of ambition, integrity, resourcefulness, a commitment to service, perseverance, and professionalism.
- You will be evaluated on your ability to fit into an employer’s organization or division.
- The employer will evaluate not just what you say but how you say it. They will study your body language, diction, word choices, confidence level, eye contact, and tone of voice.
- Delivering the 60-Second Pitch is a skill that needs to be practiced.
- If your pitch is wrong, then everything will be wrong. You must get to the point where you are so comfortable with it you can repeat it anytime, anywhere.
- A well delivered pitch builds confidence, and confidence is key to getting the job.

Goal: To get interviewer to say to themselves, “Hey, I like this person!”

### The Pitch Process

- Begin by writing down your pitch (see template on next page).
- Connect your skills and accomplishments with the needs of the employer.
- Make a compelling case why you are different from all the other candidates. Demonstrate to an employer that you understand what’s important to them.
- Practice your pitch and edit as necessary until it feels comfortable and natural. Practice in front of a mirror, on your way to work, with your family, and in front of your fellow learners. Practice will commit it to memory and help you gain confidence in your delivery of it. However, don’t make it seem “rehearsed.” Think of it as a start to a conversation. Try to sound poised, confident, passionate about your work and skills.
- Energy is important. Employers like energetic people.
- Pause after the employer asks you to tell them about yourself.
- It is common to speak rapidly when you are nervous. Try to maintain a good pace.
- Pronounce every word clearly. Make sure that you do not speak in a monotone.
- Smile often.
- Maintain eye contact with the interviewer.
- Do not fidget or make other nervous gestures.
- Try to use hand gestures naturally when speaking, especially when making key points. If you are not comfortable using your hands, then just keep them in your lap.

**EXTRA TIP:** Most interviewers do not have a structured agenda, and will more than likely just make up questions as they go along or choose at random from a set of questions. This can be a huge opportunity for candidates—if you take advantage of it! By briefly mentioning your top skills and/or accomplishments in your 60-Second Pitch, you may be able to “lead” the interviewer into asking follow-up questions about areas of strength that you excel in and feel confident talking about. In other words, you can begin to control the narrative and establish a natural rapport and synergy.

### 60-Second Pitch Template

My name is \_\_\_\_\_, and I am currently a student at Per Scholas pursuing an entry-level position in \_\_\_\_\_.

I am someone who <add key skills or strengths here> \_\_\_\_\_  
\_\_\_\_\_

AND I am pursuing a job like this because \_\_\_\_\_.

I am looking for opportunities to <insert what it is you are looking for and how they can help> \_\_\_\_\_  
\_\_\_\_\_.

I believe I am uniquely qualified for this because <insert how you bring unique value and/or how you are different from others in this field> \_\_\_\_\_  
\_\_\_\_\_.

### Example

My name is **Jade Smith**, and I am currently a student at Per Scholas pursuing an entry-level position in **IT Support**. I am someone who **really values innovation, lifelong learning, and the opportunity to exceed expectations when it comes to my career**, and I am pursuing a job like this because **I want to work for a company that knows how crucial IT support is to the overall success of the organization**. I am looking for opportunities to **demonstrate my troubleshooting skills**, and I believe I am uniquely qualified for this because **of the training I received at Per Scholas, as well as my background in customer service**.

## 60-SECOND PITCH EVALUATION FORM (RUBRIC)

**Student Name:** Savitha Akiti **Date:** 11-2-2023

**Assessor Name:** Mishelle Esser

| Verbal   | Rating (1)  | Rating (2)   | Rating (3)  | Rating                          |
|--|---|--|---|---------------------------------|
| <b>Pronunciation</b>   | Less-than-accurate articulation of most words   | Accurately pronounces most words   | Pronounces every word with clarity and precision                                    | 3                               |
| <b>Voice Inflection</b>  | Tone and inflection change occasionally   | Regular changes in tone and inflection   | Uses effective, dynamic, and subtle changes in tone and inflection                  | 2                               |
| <b>Pace of Delivery</b>  | Frequent pauses and awkward changes in delivery   | Gradual pacing with adequate pausing   | Consistent; casual pauses, naturally appropriate to delivery                        | 3                               |
| <b>Content</b>   | Information disorganized, but addresses key areas (technical skills, training, work experience, and future aspirations) | Information organized, addresses more than the basic areas, and is steadily balanced | Information is highly organized, relevant, and balanced around all topics discussed | 2                               |
| <b>Concise</b>   | Statements were wordy and lengthy   | Information was adequately described, good timing                                    | Brief descriptions, succinct, and straight to the point                             | 3                               |
| <b>Body Language</b>   |   |  |   |                                 |
| <b>Eye contact</b>   | Sporadic eye contact with interviewer   | Maintains adequate amount of eye contact   | Offers engaging eye contact with interviewer  | 2                               |
| <b>Hand gestures</b>   | Gestures were random and awkward  | Good use of hand gestures with sporadic irregular movements                          | Consistent, natural movements that engaged the interviewer                          | 3                               |
| <b>Poise</b>   | Posture was awkward and uncomfortable   | Steady posture, but unnatural pacing of movements                                    | Confident posture with attentive look and natural movements                         | 2                               |
| <b>Scoring: Score Between 8 to 16 = Needs Improvement</b><br><b>Score Between 16 to 20 = Good</b><br><b>Score Between 20 to 24 = Excellent</b> |   |  |   | <b>Total Score</b><br><u>20</u> |

## Additional Comments

Savitha did a wonderful job presenting her 60 second pitch. She started by thanking her future employer for the opportunity.

She added her skills and her strength. I was really impressed when she pointed that her ability to excel and her rising in difficult situations. Well done, Savitha!

After giving the pitch she was less neverous and had some great smiles. I would encourage her think of something to make her more relaxed (maybe her kids), and to maintain more eye-contacts. Because when she did look at the camera (and smiled afterwards), she exhibited more confidence. It is the confidence that will sell her well.

I also suggested to make her last sentence stronger. Don't leave it short. Make it a bit longer, whether it is a recap of her pitch or just a sentence with a stronger tone, make sure it ends with a boom!