

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: _____ **Date:** _____

Assessor Name: _____

Verbal	Rating (1)	Rating (2)	Rating (3)	Rating
Pronunciation	Less-than-accurate articulation of most words	Accurately pronounces most words	Pronounces every word with clarity and precision	
Voice Inflection	Tone and inflection change occasionally	Regular changes in tone and inflection	Uses effective, dynamic, and subtle changes in tone and inflection	
Pace of Delivery	Frequent pauses and awkward changes in delivery	Gradual pacing with adequate pausing	Consistent; casual pauses, naturally appropriate to delivery	
Content	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	
Concise	Statements were wordy and lengthy	Information was adequately described, good timing	Brief descriptions, succinct, and straight to the point	
Body Language				
Eye contact	Sporadic eye contact with interviewer	Maintains adequate amount of eye contact	Offers engaging eye contact with interviewer	
Hand gestures	Gestures were random and awkward	Good use of hand gestures with sporadic irregular movements	Consistent, natural movements that engaged the interviewer	
Poise	Posture was awkward and uncomfortable	Steady posture, but unnatural pacing of movements	Confident posture with attentive look and natural movements	
Scoring: Score Between 8 to 16 = Needs Improvement Score Between 16 to 20 = Good Score Between 20 to 24 = Excellent				Total Score _____

[illegible]