

ELEVATOR PITCH

Learning Outcomes

Learn how to do elevator pitches.

Learn how to sell yourself.

Practice pitching and delivery of pitches in a live presentation.

Practice writing slides by creating a script.



WHAT IS AN ELEVATOR PITCH?

Defining the Elevator Pitch

According to Indeed, a personal elevator pitch is a quick summary of yourself. It's named for the amount of time it should take to deliver it – the duration of a short elevator ride (roughly 30 to 60 seconds or 75 words). Elevator pitches are sometimes thought to be specific to an idea or a product, but you can also use it to sell yourself as a professional.

STEPS TO DO YOUR ELEVATOR PITCH

STEP 1

INTRODUCE YOURSELF. ADD YOUR CREDENTIALS.

STEP 2

IDENTIFY YOUR GOAL.

STEP 3

EXPLAIN WHAT YOU DO.

GIVE A BRIEF SUMMARY OF WHAT YOU CAN DO.

WHY ARE YOU QUALIFIED?

STEP 4

EXPLAIN WHAT YOU WANT TO DO FOR THE COMPANY OR CLIENT.

STEP 5

COMMUNICATE YOUR UNIQUE SELLING POINT.

STEP 6

ENGAGE WITH A QUESTION OR A CALL TO ACTION.

STEPS TO DO YOUR ELEVATOR PITCH

STEP 7

FAMILIARIZE AND PRACTICE YOUR PITCH.

STEP 8

BE HARDWORKING AND REVISE AS NECESSARY.

USING SWOT ANALYSIS ON ELEVATOR PITCH

STRENGTHS

What advantages do you have for the company?

What do you do better than anyone else?

What are your unique selling points?

OPPORTUNITIES

What changes in technology, policies, and social patterns can be a growth opportunity for you that the company can benefit from?

WEAKNESSES

What areas can you improve on?

What are your action items to address what's lacking?

THREATS

What are the obstacles you may encounter?

Who are your competitors?

What changing factors can threaten your hiring rate?

CRAFTING YOUR PITCH SCRIPT

Hello, my name is ____, and I am a graduate of (school), with a Bachelor's Degree (course). I am interested in the position of ____ in your company. I have been involved in (your experiences). I possess the following (skills). (You can insert more lines if you want just follow the format/steps indicated in this lecture.) Could you tell me more about ____.

CRAFTING YOUR PITCH SCRIPT VER 2.0

My Elevator Speech

(Without work experience)

My name is _____ and I come from

_____. I graduated in _____ (year) from

_____ (school), with a degree in _____

(field).

My skills include _____

I am looking for a job in _____ (areas) because

_____ (reasons).

CRAFTING YOUR PITCH SCRIPT VER 3.0

My Elevator Speech

(with work experience)

My name is _____ and I come from _____.

I graduated in _____ (year) from _____ (school), with a degree in _____ (field).

Since graduation, I worked in _____ (company, institution, organization) as a

_____ (position) where I was responsible for

_____, and _____ (indicating your main areas of responsibility).

My skills include _____, and also

I am looking for a job in _____ (areas) because

_____, and

also _____ (reasons).

The background is a solid pink color. In the top right corner, there is a decorative graphic consisting of several overlapping triangles in different shades of pink and magenta, creating a geometric pattern.

PRO TIPS FOR DELIVERING YOUR PITCHES

From Harvard Business Review

PROTIP 1: BODY LANGUAGE

THE BOX
trustworthy, truthful



Source: Center for Body Language

PROTIP 1: BODY LANGUAGE

HOLDING THE BALL
commanding, dominant

Source: Center for Body Language



PROTIP 1: BODY LANGUAGE



PYRAMID HANDS

self-assured, relaxed

Source: Center for Body Language

PROTIP 1: BODY LANGUAGE

WIDE STANCE
confident, in control

Source: Center for Body Language



PROTIP 1: BODY LANGUAGE



PROTIP 1: BODY LANGUAGE



PALMS DOWN
strong, assertive

Source: Center for Body Language

REMINDER:

Your non-verbal cues and body language should simultaneously support what you say and what you are talking about.

CONCLUSION

KNOW YOURSELF

It always starts with YOU.

CREATE A SCRIPT.

Write a good working script. But do not memorize, FAMILIARIZE.

PRACTICE

Need I say more?

References

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- Ultimate CV: Over 100 winning CVs to help you get the Interview and the Job by Martin Yate
- The Rules of Work: A definitive code for personal success by Richard Templar
- HBR's 10 must reads on communication by Harvard Business Review
- Emotional Intelligence Confidence by Harvard Business Review
- What Color Is Your Parachute? Job-Hunter's Workbook, Sixth Edition: A Companion to the World's Most Popular and Bestselling Career Handbook by Richard Bolles and Katherine Brooks
- The Job Search Manifesto: Turning Job Search Frustration into a Career Long Skill by Steve Hernandez and Mike Manoske