

THE
ELEVATOR PITCH



WHAT IS AN ELEVATOR PITCH?

- A succinct, compelling description of what you offer.
- Instead of selling a product you are selling yourself & your skills!
- Think of it as the most effective way to introduce yourself.
- Have different lengths & levels of formality, depending on situation

Most often between 15 seconds – 2 minutes



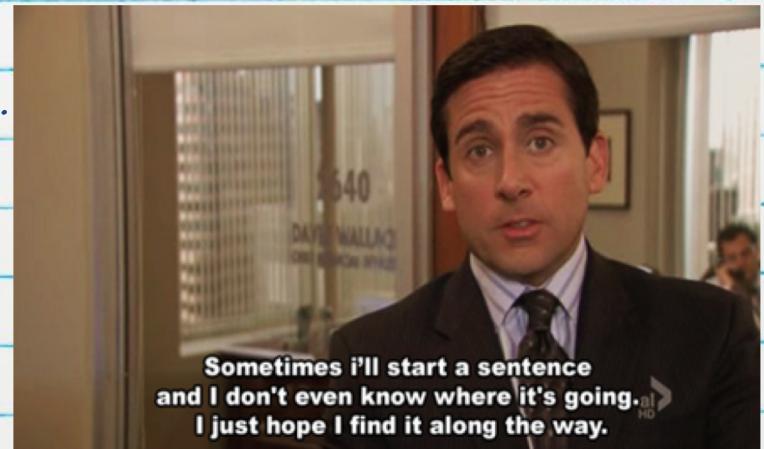
Oh, you have a 10
minute elevator
pitch for me?

Let me press all
the buttons so we
have enough time.



IMPORTANCE OF THE ELEVATOR PITCH?

- It forces you to define exactly who you are & what you bring to the table.
- Useful for resumes (Summary statements, Profiles, etc.), LinkedIn Profiles, & Portfolio sites ABOUT ME section!
- You never know where your next job will come from... or the one after that!



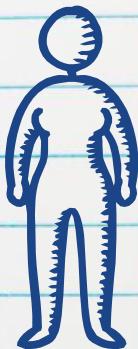
The Short Version: 15 Seconds

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Hi, my name is [name]. I am a [your current role/title] at [your company or school] and [what that means in layman's terms + your passion]!

Hi, my name is Jane!

I'm a web development student at LEARN Academy, where I'm having a blast learning full-stack Ruby on Rails, after being in the finance industry the past 5 years!



Hi, my name is John!

I'm a recent graduate of LEARN Academy where I honed my coding skills particularly in Javascript! I just completed an internship where we launched a web application in two weeks and now I am looking for a job that will put my skills as a web application developer to work!



30 SECOND PITCH

w/ LAUREN BERGER
"THE INTERN QUEEN"



The 2-Minute Elevator Pitch

Here's where we get more specific & focus on selling yourself.
A longer pitch includes the following:

- What's your "WHY"? ie. Motivations, Passion, Drive
- What skills/experience do you bring? What have you achieved?
- What are your current and future career aspirations?
- The Ask/Follow-Up



"Whoops—I accidentally pressed 'elevator pitch.'"

Once Upon A Time...

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The key is storytelling!

People will remember an engaging story.



BUSINESS STORY-TELLING with ANDREW LINDERMAN

every good story has....

- BEGINNING → CHARACTER
→ SETTING
→ PROBLEM
- MIDDLE → STAKES
→ CONFLICT
→ TENSION
- END → CRISIS
→ CLIMAX
→ CONSEQUENCES

MORE SPECIFIC

MORE RELATABLE

keep it Personal
HONEST

Story
is
WHAT HAPPENED

CREATE A SPACE
FOR PEOPLE TO
experience YOUR

PRACTICE
YOUR
PITCH

MAKE IT

- DETAILED
- PERSONAL
- VULNERABLE
- EDITED
- CONFIDENT
- EXCITING
- FEEL GOOD

WHERE YOU'RE GOING
IS YOUR...

VISION

VALUES

CLAP CLAP CLAP

YOU ARE
YOUR OWN
MESSENGER

NO JUDGEMENTS
NO EXPLANATIONS
NO ANALYSIS

BE strong & grounded;
AN AGENT OF CHANGE

@BKBRAINS

@IMAGETHINK

MOTIVATION – WHAT'S YOUR WHY?

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People want to work with others who have passion! The start-up community especially prioritizes having a love for what you do!

Think Through:

- What drew you into this field?
- Who do you want to help or inspire?
- What aspect of my job gets me out of bed in the mornings?
- How does this field match your passion & skill?



Skills & Strengths – What do you do Well?

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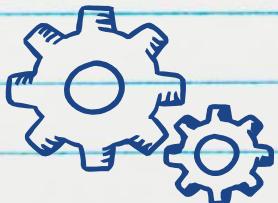
- Your professional accomplishments (awards, recognitions, certifications, etc.)



- What's the common thread in all your jobs? Take a look at your transferable skills and identify some areas where you really excel.



- Focus on your essential skill set, what ability have you continued to strengthen in every role?



CAREER GOAL(S) – WHAT ARE YOU GOING TO DO?

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- Help the listener understand where you are going with your career (& potentially how they can help you get there).
- Take time to clearly think through, decide on,, and articulate your dream.
- Avoid broad goals → be concise & specific about what you want



Yeah..so if you can just give me a job



That'd be great

quickmeme.com

THE OTHER KEY IS - THE ASK



SCENARIO #1



You are in an interview, and the Hiring Manager says "So tell me about yourself..."

-More formal tone.

-Acceptable to answer at-length.

-Focus on achievements. This is your platform & time to shine.

-Don't be shy about selling yourself!

SCENARIO #2



You are at a social gathering, and someone says "Hey, so what do you do?..."

-Less formal setting

-An opportunity to explain yourself & briefly mention where you are heading.

-Shorter, less focused on accomplishments. Quick window into your path.

-You never know if they will be a helpful connection!



SCENARIO #3

You are at a Meetup & the Hiring Manager for your dream company is there.
You muster up the courage to walk up to her & say.... ?

- Conversational tone.

- Focus on where you want to go with your career.

- Incorporate accomplishments / achievements / what you could offer.

Bryan's 2 Minute Pitch

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Hi, my name is Bryan Banville.

I'm the Career Services Manager at LEARN Academy, an innovative full-stack web development bootcamp that supports and prepares the next generation of professionals for entry into the tech industry. I am passionate about supporting people in developing their skills and potential to become the next rockstars of their industry, which makes my new role at LEARN a perfect fit!

At LEARN we go beyond the classroom by partnering with local San Diego startups to offer our students real-world application of their coding skills through internship and employment opportunities. More importantly we focus students on capitalizing on their strengths and understanding how to learn new technologies fast and efficiently, to make them the perfect candidate for any job! Having worked as a corporate trainer and coach for the last 10 years, I get a lot of joy out of working with professionals of all kinds and seeing where their paths to success take them!

I'm looking to meet great community partners here in San Diego & tell them more about how awesome our students are! I'd love to be able to chat with you about how our students might be able to meet your intern and employment needs.

YOUR TURN!

To Get Started, jot down your answers to the following questions:

❖ What, exactly, do you do?



❖ Why do you do it?

❖ What have you achieved?



❖ Where are you going with your career/what are your goals?



❖ What do you want out of your pitch? (Career opportunity? Networking?)

Simply introduce yourself in the smartest way possible!)

