

CODEPATH*ORG

Telling Your Story

Local Courses Career Session

Icebreaker

Facilitator: Nat

Objectives



- By the end of this session, you will:
 - Understand
 - An Elevator Pitch (EP) &
 - The importance of an EP to tell your professional story
 - Craft
 - An EP that is concise, compelling, and informative

Elevator Pitches

What is an Elevator Pitch?



If you are familiar with the concept of an elevator pitch outside of a job search—for instance, an entrepreneur's pitch—what is its core purpose?

Qualities of a Great Elevator Pitch



Is Brief

Under 2 minutes
(30-90 seconds ideal)



Provides Context

Explains who you are, your interest in computer science, and why you're drawn to the company or role



Is Convincing

Demonstrates why someone should invest in your career



Is Compelling

Uses a personal story that connects emotionally or feels relatable



Is Relevant

Highlights experiences most relevant to the specific company and role

When to Use Elevator Pitches

Many of your interviews will start with...

“ So, tell me about yourself. ”

Also great to use in:

- Career fairs
- Networking events
- Meeting an influential person or person you admire
- Conferences
- ... and any other professional contexts where you will make connections!



Crafting an Elevator Pitch

Most elevator pitches follow one of the following formats:

1. WHO you are + WHAT you do (and why!) + WHAT you want to do (and why!)
 2. Past-Present-Future or Present-Past-Future
-

Brainstorming to get you started:

- What is your story?
- What are your motivations?
- What are some roadblocks you had to overcome to reach where you are today?
- What are your passions?
- What are you involved in (on-campus, in CodePath, in your community, etc.)?

Who You Are: More Than Your Degree

You are so much more than the degree you are pursuing, or the projects you've built!



What sparked your interest?

Share beyond simply listing your major or school



Who are you as a person?

Remember, recruitment is human-to-human



What has shaped you?

Your background, personal interests, and core values



What makes you unique?

Acknowledge the differences in your journey. They are valuable, and hint at what your unique strength is!



What else do you bring to the table?

Highlight transferable skills from non-tech experiences (e.g., customer service, club leadership, creative pursuits)

What You Do: Showcasing Your Abilities

Technical Skills

List key languages, frameworks, tools relevant to that company's job description

1-2 Key Projects

1-2 key Projects: Highlight projects that align with the company or role

- Did you lead specific aspects (e.g., OOP design, testing, deployment)?
- Did you conduct code reviews or identify bugs?

Transferable Skills

Give examples of communication, teamwork, leadership, adaptability

Demonstrate Impact

Show **your** impact and **quantify** whenever possible

Tailor Your Story

Your Goals

Clearly express your career aspirations

- Name the type of position you're pursuing and why it fits your skills
- Share what you hope to accomplish or contribute in this role

Your Excitement

Which roles, industries, or company cultures appeal to you, and why?

- What started that excitement?

Why you?

If targeting a specific opportunity or industry, demonstrate why you're a strong fit:

- What makes you unique?
- What skills, perspectives, passion, can you bring to the company or role?
- Connect your story and skills to what the company values

Example Elevator Pitch

Hi, I'm ___. I fell in love with computer science because of video games—I wanted to create experiences that bring people the same joy I felt as a kid.

As a first-gen CS student, I built my skills through my coursework, CodePath, and a women in tech community. Last month, my team won second place at a hackathon where I built the front-end for an e-commerce grocery app using React, JavaScript, and AWS—going from idea to working product in just 48 hours.

I'm graduating this semester and looking for a full-time front-end developer role where I can create products that make users smile. I'm passionate about building intuitive, engaging interfaces, and I thrive in collaborative environments where I can learn fast and deliver impact.

Activity:

Crafting Your Elevator Pitch

In Class

Craft a first draft of your Elevator Pitch. Choose one framework:

1. WHO you are + WHAT you do (and why!) + WHAT you want to do (and why!)
2. Past-Present-Future or Present-Past-Future



To get started, use CodePath's [Elevator Pitch Worksheet](#)
(File → Make a copy)

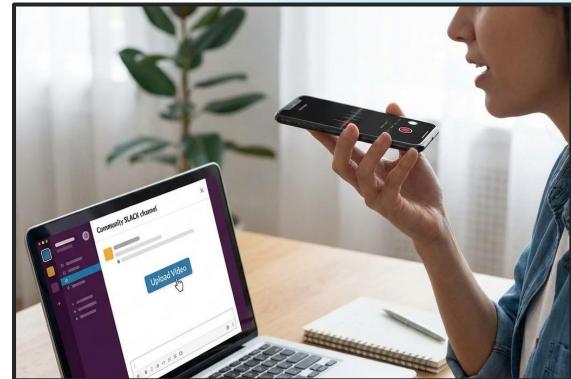
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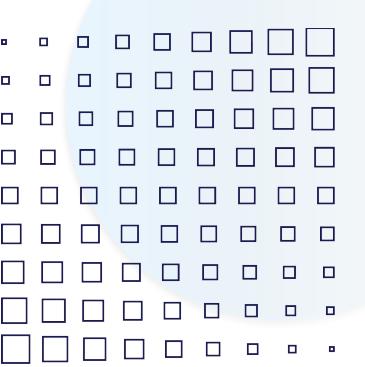
Recording and Uploading Your Elevator Pitch

Out of Class

After you craft your written elevator pitch, it's time to put it into action!

1. Use your laptop or phone to **record yourself** saying your elevator pitch
2. **Upload your recorded pitch** to the class Community SLACK channel
3. A CodePath team member will provide feedback





Additional Resources for Crafting Elevator Pitches

- [The Muse's guide to elevator speeches](#)
- [Examples on elevator pitches in job interviews](#)
- [Additional elevator pitch examples](#)
- FAQ: [Frequently asked questions](#)

Q & A

- Ask questions in class **right now** to your instructor
- Or post a public question in the class Community SLACK channel
- Or post a **private** SLACK question to your instructor, tech fellow or one of the following CodePath team members:



@Doug Bergman



@Valarie Regas



@Nashira Williams

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Wrap Up

Key Takeaways



An elevator pitch is important to make you stand out as a compelling candidate



There are formulas you can follow!

- WHO you are • WHAT you do • WHAT you want to do
- Past•Present•Future or Present•Past•Future