## Elevator Pitch Template

**Fill this out prior to your career coaching call. To fill this out, make a copy and save to your drive (File > Make a Copy) or download as a Word document.**

### The scenario

Imagine that you just bumped into a former colleague or an acquaintance. This person is curious about what you’ve been up to. What do you say? Use this worksheet as a framework to help develop your story. Remember to:

1. Explain what you do
2. Communicate Your Value
3. Promote an achievement
4. Show passion
5. Ask a Question

### What to say

|  |  |  |
| --- | --- | --- |
| **Prompt** | **Example** | **Your turn** |
| Currently I am...and my dream/goal is to... | I recently enrolled in an intensive bootcamp with the goal of becoming a Data Scientist | I am finally working on my long-term goal of becoming a data scientist. Actively participating in a bootcamp and freelance projects |
| I am passionate about this area/industry because... | I am passionate about using data to help make data driven decisions... | I am passionate about data and wanted to explore further on how to make effective data driven decisions |
| I’m really excited to contribute... | I’m excited to combine my background in Finance and my Data Science skills and contribute to... | I am really excited to combine my experience working in the software industry and telecommunication company along with the newly acquired data science skills and contribute more value to the work I do |
| Recently I had the opportunity to work on... | Recently I had the opportunity to collaborate with a small-sized startup where I helped to update their data sources to improve their collection processes. Which ultimately allowed them to have clearer data reporting |  |
| Ask a question | By chance do you know of anyone who works in this field who would be willing to chat with me? | By chance, do you know anyone who works in this field who would be willing to chat with me? |

### Bring it together (example):

### I’m currently taking a Data Science intensive course. You may remember that I previously worked in Finance, so I’m excited about combining that with data science at a tech company. I love the idea of helping a company make data driven decisions. Recently I had the opportunity to collaborate with a small-sized startup where I helped to update their data sources to improve their collection processes. Which ultimately allowed them to have clearer data reporting. It was awesome to apply what I’m learning to a real company. By chance, do you know of anyone who does something similar?

### Bring it together (your turn):

I am finally working on my long-term goal of becoming a data scientist by actively participating in a bootcamp and doing some freelance projects. You might remember that I have worked as a web developer back in my home country. Though I had to take a step back from pursuing my dream career when I first migrated here, my current role in a telecommunications company have helped me fine tune my communication skills and gain valuable industry knowledge. Now I am excited to combine my prior experience with my newly acquired data analysis skills to a suitable analyst role and help making data driven decisions. By chance, do you know anyone who works in this field who would be willing to chat with me?

### Keep in mind that:

* The above template is just a guide for your conversation and you likely won’t get through all of this in one breath. Be flexible with what info you give.
* Practice different variations of your pitch, so it doesn’t sound contrived - you will notice that in the example above, the full pitch differed slightly from what was written in the template
* Limit your pitch to no more than 30 seconds or you risk losing your listener
* Your pitch
* can be used both in-person and virtually
* Consider modifying this for the About section on your LinkedIn profile or in responding to “Tell me about yourself” during an interview
* Tailor this depending on the situation
* Remember that networking is a two-way street. You should also ask questions about the other person.