## 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 have 10+ years of experience in analyzing and processing seismic data for several Fortune 100 O&G companies. |
| I am passionate about this area/industry because... | I am passionate about using data to help make data driven decisions... | I am passionate about using data to help make data driven decisions that help drive the company’s growth. |
| 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 excited to combine my experience in working with several fortune 100 companies and Data Science skills to contribute to a fast- growing tech company. |
| 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 | Recently I had the opportunity to work on a dataset from a Telecom company where I helped analyze the customer data and predict if a customer would churn or not. Also, listed out key factors behind the customers who churn which can guide the company to make necessary modifications. |
| 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 of anyone who is looking for a data scientist to solve their business problems and 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 a Data Scientist with previous experience in O&G upstream industry, where I processed seismic data for several Fortune 500 companies. My passion lies in leveraging data to drive data driven decisions that fuel company’s growth. Recently, I had the opportunity to work with a Telecom company’s dataset, where I helped analyze customer data to predict churn behavior. Through this analysis, I identified key factors behind customer attrition and developed targeted customer retention programs. Now, I am eager to combine my work experience and data science skills in a fast-growing tech/insurance/retail company. If you happen to know of any relevant opportunities, I would greatly appreciate if you could connect me wit them.

### 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.