## 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 recently decided to move on from a strictly procedure driven corporate environment in the oil & gas industry.  I’ve enrolled into a 650-hour Data Science course in hopes that it will help me get into a new routine, which encourages creativity and curiosity as integral part of work – whether it’s a corporate environment, a startup, or self-employment. |
| I am passionate about this area/industry because... | I am passionate about using data to help make data driven decisions... | I see huge opportunities in applying Data Science skills in making important decisions – in any activity category.  One example in my opinion, would be ability to make data supported decision on whether something is worth doing, and if so, predict the range of the resulting yields given the efforts. |
| I’m really excited to contribute... | I’m excited to combine my background in Finance and my Data Science skills and contribute to... | Having managed capital intensive projects, I always felt that financial analysts waste a lot of time due to poor corporate data organization. The Document Control systems are usually maintained for the sole purpose for supporting a project and end up very disfranchised from the back-office functions, such as Accounting, Finance, Business Development.  I think that as a Data Scientist and combining my domain expertise in multi-departmental functions, I could become an especially useful converging force in a business organization. |
| 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 | In my latest role in an energy development startup, I am responsible for building complex financial forecasts, which heavily relay on the data about global and domestic (U.S.) trends of production of oil and petroleum products, including volumes, distribution, and prices.  I analyze large historical datasets and run statistical models to arrive at substantiated assumptions and input for the forecast models. The resulting models helped investors with their due diligence and ultimately allowed us secure investments. |
| Ask a question | By chance do you know of anyone who works in this field who would be willing to chat with me? | I am particularly interested in joining enthusiasts, who are exploring ways to deploy useful ML/AI applications. Are you interested in developing real-life scenarios for utilizing already existing ML models to build marketable products? |

### 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’ve been actively learning Data Science and practicing writing Python code in a 6-month course. Most recently I helped an energy development company build financial forecast models, built on the assumptions and trends, which came from statistical analysis of large datasets containing historical data on energy production and consumption, refining capacities and utilization rates, and crude oil and petroleum product prices in different markets, which ultimately helped us raise investment funds. I am now even more excited to continue learning Data Science and apply its techniques to build applications at scale. Are you interested in spotting opportunities for leveraging the power of already existing ML models to build marketable products that solve real-life problems?

### 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.

Enthusiasm