



# **Elevator Pitch**

## ELEVATOR PITCH

**Develop your elevator pitch to communicate your goals, skills and interests to your intended audience.**

1. Communicate goals and motivations
2. Develop connections and future referrals
3. Affirm career aspirations and target through effective communication strategies

To develop an elevator pitch, consider how to answer these questions:

Who are you?

- Include your current work, role, common acquaintance or colleague, etc.
- Focus on the most relevant information
- Share your *story*

What relevant skills/abilities/experience do you have?

- Provide contextual details to describe who you are
- Adjust these details based on the setting

What is your goal for this interaction?

- Commit to a follow-up
- Be clear and do not be pushy

### Optional Exercises:

- View Elevator Pitch video
- Record yourself practicing your pitch then share with a peer for feedback (written or virtual)  
(Estimated completion time 30 min)
- Identify five jobs of interest in your field or outside of your field. What excites you about these positions?
- Try to identify your skills gaps for these positions.  
(Estimated completion time 45 min)

*Sources for positions: Glassdoor or LinkedIn (worldwide), Indeed (U.S.)*

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### Sample Pitches:

Hi, I'm Mark, and have experience in engineering and consulting. After business school, I pivoted to marketing, focusing on marketing analytics in the healthcare industry. I greatly enjoyed the analytics and realize my real interest is in figuring out what questions we should be asking. I'm currently in a Professional Certificate Program. It would be great to speak with you about your experience at McKesson Corp. Would it be possible to arrange 20 minutes to talk?

Hi, I'm Jiao and have an undergraduate degree from UC Berkeley in physics where I also learned Java and C/C++/C#. I'm super excited about virtual reality and have been talking to friends at Microsoft, where I'm currently working as a software engineer. I want to continue to build a career in technology and am taking a Professional Certificate Program to move into an XR developer role. I understand that Apple has great opportunities and hope we can continue to talk.

Hi, my name is Kate and have been working at JP Morgan in Human Resources for 7 years. I specialized in compensation and was part of a year-long taskforce reviewing our worldwide HR practices. This spurred my interest in analytics, and I would like to combine my HR expertise with a strong data science background. I minored in Computer Science in college and am enrolled in a Professional Certificate Program to build my skills and would like to contribute to a greater degree to the HR function.

### Resources:

[How to Prepare the Perfect Elevator Pitch](#)

(This article is focused on entrepreneurs, but is good information for everyone)

[How to Give an Elevator Pitch](#)