**CAREER 201 ELEVATOR PITCH**

**FROM THE DESK OF THE DEAN**

**LET US MAKE YOU A STAR**

**TOPIC 1**

An Elevator Pitch is essential in the world today. Your Elevator pitch will lead to a long lasting impression. Elevator Pitches are a basic element in your life going forward. Getting it Right is critical!

What is an Elevator Pitch?

An Elevator Pitch is a 30-6- second introduction about yourself for the purpose of self- promotion.

Elements to think about:

* You have to change or adapt your pitch depending on the circumstances of the introduction.
* It provides critical information about yourself.
* It compels the listener to ask for more about you.
* It gets the listener to ask questions.

An Impactful Elevator Pitch:

* Who are you?
* What do you do?
* What have you done?

Potential answers to each question below:

Who are you?

* Name, Occupation or Student, Year in School, Major and degree objective, department if needed.

What do you do?

* Any relevant professional and or academic goals. Any special skills or abilities

What have you done?

* Have you solved a problem? Made a real impact? Created positive results? Organizations involved in? Do anything interesting tied to your job or school?

Add In: What do you want to do?

* What type of internship or job are you hoping to acquire?
* What skills or benefits can you bring to this potential relationship?

The MOST IMPORTANT elements of the Elevator Pitch:

* It is not what you say but how you say it
* Make sure your pronunciation clearly
* Use appropriate grammar
* Be careful with your word choices - do not be too bombastic
* Your body language sells

Key Approaches to your Elevator Pitch:

I am ....

adept at ...

proficient in ...

savvy with ...

talented at ...

effective in or with ...

I have ....

accomplished ...

expertise in ....

a knack for ...

**LET'S TEACH YOU HOW TO BECOME A STAR!**

**TOPIC 1**

**DISCUSSION QUESTION 1**

State your 30-60 second Elevator Pitch introducing yourself to one of your parents new friends.

**DISCUSSION QUESTION 2**

State your 30-60 second Elevator Pitch introducing yourself to someone you would like to date that does not know you.

**DISCUSSION QUESTION 3**

State your 30-60 second Elevator Pitch introducing yourself to a future employer.

**DISCUSSION QUESTION 4 – SET UP CALL WITH THE DEAN**

**Please have your questions and assignments available to discuss in a 15-30 minute block.**