



# Elevator Pitch Self-Paced Student Slides

**Professional Development and Academic Skills**



University of Dayton  
**U Dayton Global**



# Objectives

- **Learn what an elevator pitch is**
- **Learn how to prepare an elevator pitch**
- **Prepare an elevator pitch for your Final Project**



Photo from Microsoft Office



# What's an Elevator Pitch?

- An elevator pitch is an answer to “**Tell me about yourself**” or to “**So... What do you do?**” questions at an interview.
- An elevator pitch is a **30-60 second, persuasive speech** you use to introduce yourself quickly to spark interest in **who you are** and **what you do**.



Photo by [David Hinkle](#) on [Unsplash](#)



# What's a Good Elevator Pitch?

- A good elevator pitch **gets attention** and **makes people genuinely interested in you** and can land you the job of your dreams.
- **Originality, clarity, enthusiasm, and an offer to solve a problem** the company you're interviewing for is facing are aspects of a great elevator pitch.



Photo from Microsoft Office





# Elevator Pitch Types

There are three types of elevator pitches:

1. **A general, introductory elevator pitch** for job seekers to use at **networking events**.
2. An elevator pitch for **job interviews**.
3. **An elevator “sales” pitch** to get stakeholders interested in your organization.



Photo from Microsoft Office

However, for your Final Project, you’re going to prepare an elevator pitch for **a specific job interview**.



# Steps to Prepare Your Elevator Pitch

Before you prepare your elevator pitch, you need to do some research. Think of a company you would like to work for and imagine you get an interview with them.

1. Do **research** on the company. Find out what they're looking for.
2. Find a **job post** you're interested in at this company.
3. Write down **three responsibilities** that the job post has listed that **match** your experience.
4. Think about how **YOU** can help **THEM**.



Photo from Microsoft Office

# How to Match Your Experience with a Job Post

- Find at least **three responsibilities** from a job post that match with your experience.
- Say **HOW** you did it and **WHAT** you achieved.
- Think about the **Process** you went through to achieve the **Results** when you were performing the activity; don't just say what you did!
- Look at the example in the table on the right.

Job Responsibilities	My Experience
Troubleshooting hardware and software.	Investigated incidents caused by malicious activities and identified false positives resulting in 90% more efficiency.
Improving company programs.	Refined the existing documentation system of X Company, resulting in reduced labor costs totaling \$20,000 annually via increased workplace efficiency.
Paying close attention to detail to ensure systems security.	Documented security events daily to create a baseline of activity for the client network resulting in 98% less hacks.

# What to Say in Your Elevator Pitch

- Don't panic! There's a **formula** to ace an elevator pitch.
- There are **three basic steps** you need to follow.
- Don't forget to add your **personal flair** by expressing your **passion** for what you do and by using **powerful vocabulary**.



Photo by [Christina @ wocintechchat.com](#) on [Unsplash](#)





# Step 1: Strong Opening

Start with a **Strong Opening**. This will be a solid sentence introducing who you are, which will include:

1. Your name
2. Job title or primary role
3. Tagline (Read the link below)

<https://brandyourself.com/blog/brand-yourselfcom/write-welcome-tagline/>

Example:

Hi, I'm Luke Davidson. I'm a graduate student in IT engineering and I enable companies to maximize their sales by offering troubleshooting solutions.



Photo by [Product School](#) on [Unsplash](#)

Tagline

## Step 2: PAR Formula

Secondly, don't just tell them what you do. **Highlight how well you can do it.** Use the **PAR formula:**

- **P**roblem
- **A**ction
- **R**esult



Photo by [Edge2Edge Media](#) on [Unsplash](#)



# The PAR Formula

Follow these steps to use the **PAR formula**:

- **Problem:** Briefly talk about a specific problem, which is related to the job position you're interviewing for, that you faced at work or during a project.
- **Action:** Explain the steps you took to solve the problem.
- **Result:** Explain the result/s of the problem you solved.

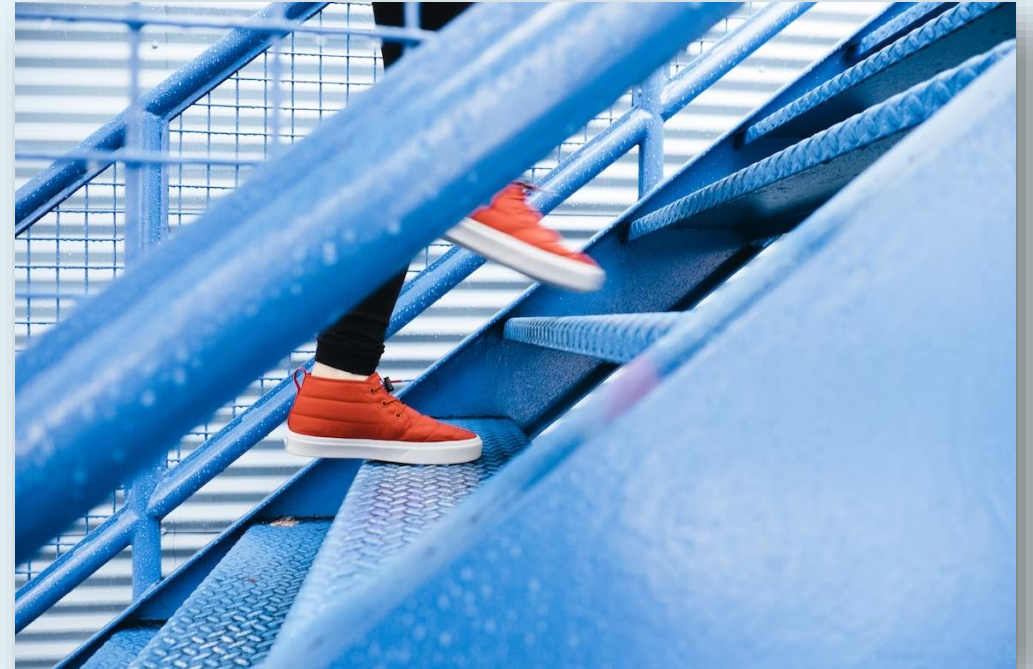


Photo by [Lindsay Henwood](#) on [Unsplash](#)



## Step 3: Offer to Solve a Problem

- Lastly, **identify the challenges** that the company you want to work for faces. In your elevator pitch, **make an offer to solve them.**
- **Remember that you only have 30-60 seconds!**



Photo by [Diego PH](#) on [Unsplash](#)



# A Bad Elevator Pitch Example

## This is a bad elevator pitch example:

**I'm a Project Manager with 10+ years of experience in major state hospitals. I'm skilled in Kanban, Scrum, and Agile methodologies. And I have a proven record of delivering projects on time and within budgets.**

Source: <https://zety.com/blog/elevator-pitch>

## Why is this a bad example of an elevator pitch?

- The information about the speaker's position and their skills is already in their resume. **Why just repeat the same information that's in the speaker's resume?**
- The speaker says they have a "proven record." **How is the speaker proving this?**





# A Good Elevator Pitch Example

This is a good elevator pitch example because it follows the three steps you studied before:

Step 1

I'm a Senior Project Manager with a creative attitude to problem solving [Professional Persona]. In my current position as Project Management at Seton Hospital, my recent challenge has been the reduction of stockroom waste [Problem]. I introduced a new Kanban system and designed Lean training programs [Action] to be carried out across all departments. We managed to cut stockroom waste by 65% which, ultimately, slashed monthly costs by a quarter [Result]. I know cost-saving solutions for the infant ward are amongst your key priorities. I'm sure I can use my expertise to achieve great results with this initiative [Your offer].

Step 2:  
PAR

Step 3

Source: <https://zety.com/blog/elevator-pitch>

# Student Elevator Pitch Example

- Watch the YouTube video [Perfect Your Pitch](https://www.youtube.com/watch?v=jQ7GFu9BeO4&t=6s) from the USC Dornsife College of Letters, Arts and Sciences  
<https://www.youtube.com/watch?v=jQ7GFu9BeO4&t=6s>
- You'll see two student examples; a good example and a bad example.





# Professional Elevator Pitch Example

- Watch the YouTube video **How to Describe Yourself in One Sentence: Elevator Pitch Examples** by Andrew LaCivita at <https://www.youtube.com/watch?v=4hlyAeQbUnU&t=126s>
- You can follow Andrew LaCivita's career development tips on other YouTube videos.
- Don't forget that there are more videos on **Big Interview!**





# Final Project Elevator Pitch

- For the **Final Project (Assignment 3)**, you're going to record a video of yourself giving your 30-60 second elevator pitch.
- The due date is on Isidore.



Photo from Microsoft Office

# Final Project Grading Criteria

The **Final Project** is worth **10% of your final grade**. In order to receive full points, you must meet the criteria described in the **Elevator Pitch Final Project** handout on Isidore. The criteria is based on the following points:

1. **Research on a job post (Follow the directions in Slide 7)**
2. **A strong opening (Step 1)**
3. **PAR (Step 2)**
4. **Closing and offer (Step 3)**
5. **Timing (30-60 seconds)**





# Next Steps

1. Download the **Elevator Pitch Final Project** handout and read the directions
2. Complete the **Elevator Pitch Quiz**
3. Start preparing your Elevator Pitch
4. Follow the directions in the **Elevator Pitch Final Project** handout and upload your video to **YouTube**



# Good Luck!

- Remember to be **self-confident** and **smile** because you can do it!
- **Look straight into the camera** when you're giving your speech.
- Good luck on your elevator pitch!



Photo by [Natasha Hall](#) on [Unsplash](#)