



Elevator Pitch

Techno Functional Soft Skills

What you will learn

At the core of the lesson

You will learn how to do the following:

- Create an elevator pitch.
- Present yourself clearly and confidently.
- Describe yourself to the class through a 1-minute presentation.

Key terms

- Elevator pitch
- Career exposition (expo)
- Job fair



An elevator pitch is a brief speech that you use to spark interest in yourself, a product, or what your organization does.

Career expositions (expos) and job fairs are events where employers, recruiters, and schools give information to potential employees.

Elevator pitch: Definition

What it is

An **elevator pitch** is a brief speech that you use to spark interest in what your company does. You can also use it to create interest in a project, an idea, a product, or yourself.

It's called an elevator pitch because it should be short enough to present during an elevator ride.

When to use it

Elevator pitches are useful at job fairs and career expos, in social media profiles, and in other networking settings when you want to introduce yourself.

Elevator pitch: Examples

Example 1

“Hi, I’m Kwesi Manu, a web designer from AnyCompany Websites. The graphic designs I make for my customers result in their brand awareness rising by 30 percent. This means that people buy their products earlier when they shop in a busy supermarket. I make sure that my designs are beautiful and effective and that they have a positive impact on customers. I’m now working on several projects, but I’d like to expand my portfolio.”

Example 2

“Hi, I’m María García from Example Mental Wellness Company. We help companies support the mental well-being of their employees. Last year, our largest customer worked with us through a 6-week process. As a result, they reported that their employees took 15 percent less sick leave and that employee productivity increased by 50. The teams felt that they had more energy, and managers were able to focus on growth and development. You’re not tied to a contract with us, and you can book individual sessions.”

Elevator pitch: Content

What to say

An elevator pitch should answer these questions:

- **Who are you?**
 - Give your full name.
- **What do you do?**
 - Give a brief summary of your professional background.
- **Where do you work now?**
 - Explain your current position. You can also talk briefly about current projects that you are working on that might be of interest.
- **Why does your conversation partner need to know this information?**
 - State the importance of your company or product, or your own information.
- **What do you want? (optional)**
 - For example, you can ask for contact information or a job opportunity.

Elevator pitch: Customization

Customizing your pitch

The best elevator pitches are customized to the audience, the purpose, and the occasion where you use it.

How do you customize your pitch?

- Research your audience. What interests them? What do they find important? Create different pitches for different audiences.
- It's useful to prepare pitches of different lengths—short (10 words), medium (50 words), and long (150 words)—for different occasions.
- Consider different concluding questions, such as the following:
 - “I’d love to talk more about this job opening with you if that’s something you have time for. Could I set up a call for next week?”
 - “I’d like to keep in touch to learn more about what you and your company do. Could we exchange email addresses?”

- The short version of the pitch is useful for introductions at the start of meetings.
- The medium-length pitch can be used in small group presentations, in a second meeting with a recruiter, or with a potential customer.
- The long pitch can be used in company presentations or other more formal settings.

Elevator pitch: Activity

Write your elevator pitch

- **Individual and partner activity**
- Time: **45 minutes**
- Development (individual)
 - Working individually, write three versions of your pitch:
 - » Version A: 10 words
 - » Version B: 50 words
 - » Version C: 150 words
- **Evaluation (partner)**
 - Working with a partner, present each of your pitches.
 - Provide feedback to your partner on each pitch (one strength and one suggestion for improvement).



Thank you



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