## 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 | Recently, I have been working hard on an online course to become a data scientist. |
| I am passionate about this area/industry because... | I am passionate about using data to help make data driven decisions... | I deal with a large amount of analytical data everyday at work, and started to get to know more of R and Python. The more I understand this language, the more I realize that |
| I’m really excited to contribute... | I’m excited to combine my background in Finance and my Data Science skills and contribute to... | I can combine my background in analytical chemistry and my data science skills to shorten the data processing time, predict experiment results, and to greatly improve work efficiency. |
| 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 | Recently, I had the opportunity to help my company to digitize all the data my lab generated into a database, help both the analyst and the client to keep track of data, and improve quality control. |
| Ask a question | By chance do you know of anyone who works in this field who would be willing to chat with me? | Do you know anyone who are in this field and might help me better understanding the current industry? |

### 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):

Recently, I have been working hard on an online course to become a data scientist. I am an analytical chemist, and I deal with large amounts of scientific data on a daily basis. I used to program in excel to process this data. Then I get the chance to know SQL and Python. The more I understand this language, the more I realize that I can combine my background in analytical chemistry and my data science skills to predict experiment results, shorten data processing time, and improve work efficiency! So, I started the project for my current company to digitize all the data my lab generated into a database. My project helps both the analyst and the client to keep track of data, and greatly improves quality control. Do you know anyone who is in this field I am passionate about and can help me better utilizing for my skills?

### 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.