



ELEVATOR PITCH WORKSHEET

What is an elevator pitch?

- For job seekers, it's a quick (about 30-60s depending on the context) intro to: who you are, what you do, and what you want to do.
- It can also be incorporated in your answer to "Tell me about yourself", in interviews, or in any bio or 'about me' portions of online profiles.
- There are two basic structures you can use for your elevator pitch:
 - WHO you are + WHAT you do (and why!) + WHAT you want to do (and why!)
 - Present + Past + Future OR Past + Present + Future
- The more you know about the audience you are delivering your pitch to, the more you can tailor it to be effective. Example:
 - *Who you are:* Tell the parts of your background **most relevant** to the role they are hiring for
 - *What you do (+why):* Talk about who you are as an engineer and how it would add value **to their team**
 - *What you want to do:* Talk about your interest in their **company/role**, the unique perspective you see yourself bringing, and how you would be a great **culture add**

An effective elevator pitch...

- Is Personal: It draws their emotions and makes them feel a personal connection with you.
- Is Unique: It speaks to your motivations and why this matches up perfectly with the role and company
- Is Compelling: Why should this person be interested in investing in your future?

DEVELOPING YOUR ELEVATOR PITCH: In 4 steps!

STEP 1: Mind map/brainstorm everything you think you should mention or want to convey in your pitch. Think very rough draft. Don't censor yourself. Just get random words down.

Guiding questions:

- *What makes you unique or uniquely qualified? What do you want them to remember about you?*
- *Why are you interested in their company? What would this internship or job mean to you?*
- *How did you decide to major in CS and pursue software?*
- *What is your story? What are the biggest challenges you faced to get to where you are now?*
- *What are your core motivations? What are your long-term aspirations?*
- *What is a top major accomplishment (or 2) or you want to mention in this answer?*

STEP 2: Circle/star/highlight the most important parts of your brainstorm. Decide on a format/structure of your answer (depending on which makes most sense to you) and then add those pieces into where they fit best.

Structure	Sample	Articulating it as a bullet point or sentence
Past	<ul style="list-style-type: none"> ● I’m a first generation college student ● I was introduced to computer science from my gaming hobby; I have a passion for helping people de-stress and be happy ● I’m part of an on-campus organization for women who code, and am a part of CodePath 	
Present	<ul style="list-style-type: none"> ● I attended a hackathon and worked with a group of 4 to build an e-commerce online grocery app and our project placed second. ● I’m a senior in my last semester of CS 	
Future	<ul style="list-style-type: none"> ● I want to contribute to a better user experience for the customer ● I want to make people smile when they use what I coded 	

STEP 3: Research the company you are pitching to.

COMPANY/ROLE RESEARCH

Research Topic	Sample	Your Research
----------------	--------	---------------

ABOUT THE COMPANY: <ul style="list-style-type: none"> What does the company do? How do they make money? What are their culture, values, and mission? 	<ul style="list-style-type: none"> Online platform for ordinary people to sell used goods online Make money through a cut of each transaction made on the platform Their mission is to improve sustainability in the world by enabling people to buy and sell used goods Their values are being customer-focused, being an innovator, and being positively impactful on others. 	
ABOUT ROLE: <ul style="list-style-type: none"> What are the requirements for the role? What technical skills are they looking for? What behavioral skills are they looking for? 	<ul style="list-style-type: none"> Front-end development full-time job Typescript, React, AWS A match for their mission and values, ability to work well with limited oversight 	
ABOUT INTERVIEWER: <ul style="list-style-type: none"> Who is it with? What is their title? Link to their LinkedIn Do they have technical background or not? 	<ul style="list-style-type: none"> Meeting Joshua, the campus recruiter for the role <linkedin> Non-technical background 	
1 OR 2 THINGS ABOUT ROLE/COMPANY I WANT TO TRY TO WORK INTO MY PITCH:	<ul style="list-style-type: none"> Their mission and values My match for their tech stack 	

STEP 4: Tailor your pitch to the company you are meeting.

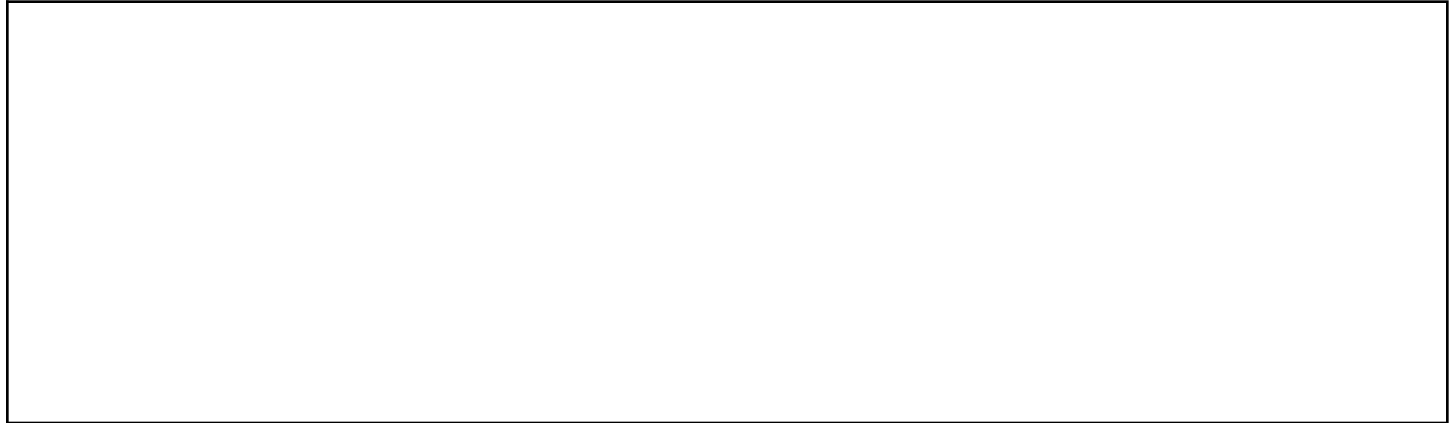
- Past-Present-Future Example:

My name is —. For as long as I can remember, I have loved playing video games. When I was young, I would always sit in front of the TV and play for hours with a huge grin on my face, and my parents would have to hide my console to get me to go to sleep. Thinking back, this was really the reason I got into computer science; I wanted to build something that would make its users smile the way I did.

After graduating high school, I went off to study computer science, and this passion for gaming developed into a love for coding. As a first generation college student, I was self-taught, and had to navigate my way through university very independently. To challenge myself and provide me with a diverse perspective, I joined a computer science club for women on campus, and took courses through CodePath to build up my technical abilities in addition to my classes.

More recently, I attended a hackathon where my team built an e-commerce online grocery app. I was the team's front-end developer, and used Javascript React and AWS. It was exciting to see what I built come to life so quickly, while getting experience coding in a team environment on a tight deadline, and we even got second place!

Now that I'm in my last semester of classes, I am devoted to looking for a full-time job as a front-end developer at a company where I can make the world a better place when I serve my customers. I hope that when my customers use what I make, I can make them smile like I did as a kid.



STEP 5: Practice! With yourself, friend, coach....anyone who can offer feedback. Or use Loom to record yourself and send it to a friend for feedback!

Questions to ask for feedback:

- *Did I speak too fast or too slow?*
- *Which parts were the most memorable?*
- *Is there anything I didn't mention that you think I should have?*
- *If you had to describe me as a candidate in two words after that pitch, which words would you choose?*
- *Any ideas on ways to strengthen it?*

RESOURCES:

- [The Muse's guide to elevator speeches](#)
- [Examples on elevator pitches in job interviews](#)
- [Additional elevator pitch examples](#)