

ELEVATOR SPEECH

OUTLINE:

- **Introduce yourself**
— 10 seconds.
- Explain **who you are** and what you do
— 5 seconds.
- **Get their attention** with a statement or question
— 5 seconds.
- **Discuss** how you are **unique**
— 10 seconds.
- Share your **accomplishments**
— 10 seconds.
- Communicate your **goal**
— 5 seconds.
- **Offer a follow-up** meeting. (Give/take business card)
— 15 seconds.

Tips:

1. **Practice. Practice. Practice.**
2. **What do you do well?**
Strength?
Best compliment?
3. **What would you like to do?**
4. **Motivation?**

Example

"I'm a **communications professional** with a knack for **persuasive storytelling**. Considering my colleagues often complemented me for my **thoughtful and engaging presentations**, I'm **looking for insight** as to how I can best position myself for a **role in production** or **videography at a social impact start-up**. Because I'm **inspired by documentaries**, I want to **help companies express their missions** in compelling and relatable ways in the age of social media."

SKILLS + CONFIDENCE

ASK + GOAL

WHY + MOTIVATION

FOR MORE TIPS VISIT:

<https://www.punchedclocks.com/elevator-pitch-builder-with-examples>



HOW TO ANSWER?

The STAR Method

(S) ITUATION	Brief context.	Include specific details.
(T) ASK	Your goal.	Working toward what?
(A) CTION	What you did.	Use "I" statements.
(R) ESULTS	What happened.	Learning? Next steps?

Behavior question example:

- *Give me an example of a time when you set a goal and were able to meet it.*

TRANSFERABLE SKILLS



- **Analytical skills** – attention to detail
- **Communication skills** – list & follow precise directions, write reports
- **Critical-thinking skills** – reach conclusions, address hazards
- **Intercultural fluency skills** – works well with others from different backgrounds
- **Self discipline** – ability to get things done without supervision
- **Speaking skills** – communicate to the client or public
- **Digital technology skills**– fluent in software & learns new technology
- **Leadership**– leverage & develop others' strengths to achieve common goals

Additional skills Employers look for in an interview:

- Risk Management/Good Judgement
- Flexibility/Adaptability
- Ability to Work Independently
- Ability to Take Initiative
- Personality
- Teamwork
- Administrative or Technology Skills
- Team Fit
- Problem Solving
- Motivation

