

# Elevator Pitch Tips

## DO THIS



**Remember WHY it is called an elevator pitch! Be concise.**  
Imagine you only have an elevator ride to speak.



**Think about WHAT you want to convey to employers at Career Fairs or networking events.**



**Take stock of transferrable skills, strengths, and experiences.**  
Transferrable skills include: time management, leadership, teamwork, collaboration, problem solving, customer service, multi-tasking, attention to detail, adaptability, conflict resolution, etc.



**Build your pitch by starting with your name, your class level or graduation year, and your major.**



**Think about the kinds of opportunities you are seeking and be ready to describe them.**



**Tailor your pitch to each employer. Be prepared to answer WHY you are interested in them.**  
Connect your background to the opportunity.



**Do your homework when using your pitch at Career Fairs.**  
Have some questions ready and showcase that you spent some time researching the company.



## NOT THIS



**Don't speak too quickly or too quietly, and don't mumble.**  
Be confident, speak clearly, and make eye contact.



**Don't forget to modify!**  
Modify your pitch for each company/opportunity.



**Don't forget to practice but avoid sounding rehearsed.**  
An elevator pitch is usually part of a conversation so get comfortable being interrupted or breaking it up to weave into the conversation.



**Don't use the same pitch year after year. It evolves with you!**



Find career development resources including elevator pitch tips, interviewing resources, resume samples and guides, and more on our website:  
[PigmanCareers.uky.edu](http://PigmanCareers.uky.edu).

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## EXAMPLES

### FOR CAREER FAIRS

- “Hi, I’m Molly Smith. I’m a senior Electrical Engineering student with an interest in sustainable energy and power distribution. I’ve completed two co-op rotations - one with Schneider Electric and one with Boeing. I’ve got strong design background, and I am looking for a full-time position after graduation. I understand your company is doing some innovative work in sustainable energy. I’d love to learn more about the day-to-day experiences for your entry-level positions.”

- “Hi, I’m Lex Ingtun. I’m a first year student studying Civil Engineering here at UK. I have built strong leadership and collaboration skills through my role as a tutor during high school and four years on the soccer team. I’m just getting started with our student chapter of ASCE on campus this semester. I see that your company is innovating roadway design in congested cities and I’m very interested in talking to you about internship opportunities in that area.”

### ADAPT FOR CONFERENCES OR NETWORKING EVENTS

- “Hi, I’m Ken Tucky. I’m currently a research assistant in the Biomaterials and Soft Tissue Repair Lab at the University of Kentucky where I am a sophomore. My research experience has helped me realize that an internship with your company would allow me to be a part of a team that is innovating regenerative tissue repair in the medical field. I think my leadership skills, my attention to detail, and my passion to be a part of this life-changing industry will fit with the openings you have listed. Can you tell me more about the roles?”

### ADAPT FOR COMPANY-HOSTED EVENTS

- “Hi, I’m Kendal Tucky, and I’m a sophomore studying Computer Science at the University of Kentucky. I want to thank you for the great info session - it deepened my interest in working for your company. I’ve got strong internship experience with software development with L3Harris and the Missile and Space Intelligence Center. I’ve got active top secret security clearance, and I’d love to talk about how I can put my development knowledge and leadership skills to work for your company.”



## REMEMBER

### AN ELEVATOR PITCH IS NOT:

- A formula you follow exactly It’s a fluid introduction - you modify and adapt as conversations happen.
- You may not always be the first person to speak at a career fair - you may give a modified version.

### AN ELEVATOR PITCH IS:

- Conversational
- Evolving as you add experiences

### EXAMPLE CONVERSATION:

- **STUDENT:** Hi, I’m Molly Smith. I’m a senior Electrical Engineering student here at UK.
- **EMPLOYER:** Hi, Molly. I’m Kendall Tucky - a senior engineer with the Acme Engineering Company. Why are you interested in our company?
- **STUDENT:** I’ve developed a passion for sustainable energy and your company has taken a truly innovative approach to incorporating sustainability into your work.



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