

BUILDING YOUR PITCH

CREATE THE PERFECT PITCH: You will approach a variety of people in person and online when you network. Develop a 30 second introduction or “elevator pitch” to make your outreach efforts at career fairs and networking events as effective as possible by considering the following questions:

- **Who are you?** Introduce yourself and begin to tell your story. What’s your background? (Why should I, the recruiter, care?)
- **What sets you apart?** What are your accomplishments and career interests? Consider mentioning a couple of your unique skills or qualifications that relate to your target.
- **What are you seeking?** Understand what the company is all about and the role you’re interested in pursuing. Link it back to how your previous experience makes you a great candidate for their role or organization.

THE ESSENTIALS: NAME, SCHOOL, *CONCISE/INTERESTING STORY*, WHAT YOU’RE INTERESTED IN, TARGETED QUESTION (*when applicable*)

NON-VERBAL BEHAVIORS: direct eye contact, straight posture, smile, strong voice, smooth flow with no filler words.

1. **What were you doing prior to your MBA journey? Major responsibilities or accomplishments?** (may include: internship, academic, research, work, leadership, study abroad, volunteerism etc.)

Example: “Most recently, I was working for ExxonMobil in a Project Engineering role, where I had the opportunity to deliver a major corporate development project in New Guinea by forging relationships with local government officials and overseeing a cross-functional team of 50.”

Tip: Keep it concise.

2. **What are 3 of your strengths and how do you apply it?**

Example: “I love working in highly collaborative environments. I was working in a tight-knit marketing team for a financial services company prior to this, and found that building relationships to drive change initiatives is a strength of mine. This is also why I wanted to get my MBA, so that I could explore leadership rotational programs to understand business from a multi-faceted perspective to drive organizational change.”

- a) _____
- b) _____
- c) _____

Consider: When do you achieve results? What brings out the best in you?

3. **What is your goal after your MBA? Why did you decide to pursue your MBA?**

Example: “Coming from a healthcare background, I decided to pursue my MBA because I noticed a lot of process inefficiencies in our healthcare management practices, and I was inspired to gain a deeper understanding of operations and people management in order to make positive changes in the industry and better serve patients.”

AD-LIB EXERCISE TO GET YOU STARTED:

NAME: Hello, my name is _____.

BACKGROUND: I am currently a MBA candidate at Rice Business and scheduled to graduate in _____ . While attending Rice, I interned at _____ where I _____ . I have also been involved in _____ and have assumed a leadership role through my work with _____ . In this position, I accomplished _____ which ignited a passion for _____ which is why I am pursuing my MBA.

EXPERTISE & GOALS: One area that I am very interested in is _____ , so I am currently exploring opportunities in _____ .

SKILLS: With my experience in _____ and _____ , I know I can help achieve your company goals.

EXAMPLE 1:

Hi, my name is Michael Smith. I am incoming Rice Business MBA student where I am concentrating in Finance. This semester, I was able to thrive in a case competition with Owl Bank where I learned about strategic investment techniques to empower our clients to increase their portfolio twice as fast. Before deciding to attend Rice to get my MBA, I work at Partio Corporation as a mechanical engineer with 10 years of project management experience. I am proud to share I was able to save over \$5M during my career because of my analytical skills and the ability to identify opportunities. I currently serve as a 1st year co-chair of the FinTech Association and just organized an event to further promote the industry. This summer I am hoping to find an internship at a large corporation in the Houston area. My extensive knowledge of Microsoft Excel, my systematic background, and my leadership talent aligns with your mission and goals. Can you tell me more about what you are looking for?

EXAMPLE 2:

My name is Bianca, I am currently an MBA candidate at Rice University with three years of prior experience in delivery process improvement solutions. I decided to pursue my MBA so that I could better understand team dynamics in the business world to engage in effective change management. Previously, I worked in HR for an energy company, where I designed and implemented efficient work process flows which increase productivity to 20%. I am hoping to apply my experience and the knowledge I've gained in my first year of MBA studies to a leadership development rotational program with an innovative technology company. Have you attended this event before in the past?