

THE ELEVATOR SPEECH

If fate placed you on an elevator with someone important and you only had the time it takes to get from the top of the building to the bottom, how would you pitch yourself?

What is an Elevator Speech?

It is a **30 second speech** that summarizes who you are, what you do, and why you would be the perfect candidate. It is a way to introduce yourself to career and business connections in a compelling way.

What do you want to achieve through an Elevator Speech?

The goal of an elevator speech is to share your professional expertise and credentials quickly and effectively with someone who doesn't know you and build a new connection. This could be at a career fair, networking event, or anywhere!

Steps for Preparing an Elevator Speech:

The first part of your Elevator Speech (15 seconds) should answer 3 questions:

- 1) Who you are?** Your name and something that differentiates you from your peers (major/degree, athlete, veteran, etc.)
- 2) What you do?** Mention if you are a current student or recent graduate, the college/university you attend, and any relevant experience (student teaching, internships, jobs, volunteer work etc.)
- 3) What you are looking for?** Explain the type of position you are interested in. State if you are looking for a summer job, internship, part-time or full-time position, and indicate the field and/or location you would like to work in.

The **next 15 seconds** should focus on skills and strengths that set you apart from others and communicate your value.

- **Consider your listening audience** – Remember that the people listening to your speech will be thinking “What’s in it for me?”
- **Talk about how you could benefit an employer** – Communicate your value and the special strength(s) you can offer.
- **Focus on your talents and energy** – If you are a recent graduate you may have little experience in your field, so talk about what makes you excited about your career.

Elevator Speech Tips:

- ✓ *Length of Elevator Speech* – **30 seconds**
- ✓ *Use clear and easy language* – Don't use fancy words and avoid acronyms. If your listener doesn't understand you, then you will lose their attention
- ✓ *Targeted* – Tailor your speech to different audiences
- ✓ *Goal Oriented* – Develop your speech with a specific outcome in mind
- ✓ *Hook your listener* - Snag your listener's interest and make them want to learn more
- ✓ *End with a question* - Consider ending your speech with a question or request for assistance
- ✓ *Practice* - Rehearse out loud. Be conversational and natural rather than sounding scripted.