



# Solution

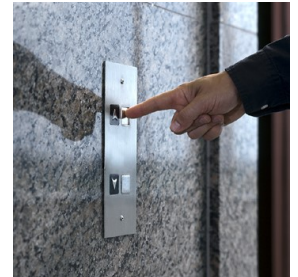
## Elevator Pitch Worksheet

The elevator pitch is an essential part of your job search process. When you meet new people at a networking event, job or career fair, or interviewing, you want to have an introduction that relays compelling information for your audience. As a job seeker, your "audience" is your future hiring team and the network that may help you get there. You can use the attached worksheet to create compelling elevator pitches that will make an impact on your listeners.

**News Flash:** There are two elevator pitch questions! They are very different, and you will learn about them and write each one out below.

### What is an Elevator Pitch?

Your elevator pitch, which derives its name from the concept that you should be able to deliver it between floors on an elevator, is simply an introduction that engages and interests your audience enough to want to hear more about you. There are many situations where you can use your elevator pitch:



- Start a conversation or introduce yourself to your new network.
- Respond to questions such as "*Tell me about yourself,*" or "*What kind of position are you looking for?*".
- Handle the two elevator pitch questions in an interview.

### Principles for a Successful Elevator Pitch

1. **Be brief.** The point of this introduction is to provide a QUICK overview of who you are. No one will be standing over you with a timer, but you should try to keep your introduction between 30 and 60 seconds. Remember, you are trying to start a conversation, not deliver a speech.
2. **Be engaging.** You need to show your personality and demonstrate energy and enthusiasm. You may be used to presenting in business meetings. However, it is important to be less formal and more personable. Smile, shake their hand with confidence, relax, and give them a glimpse of what kind of team member and co-worker you will be.
3. **Target your audience.** You want to consider your audience, especially when in job search mode. Put yourself in their shoes. Write out the key points in the worksheet below. Then, you may vary your pitch slightly depending on who you are speaking to and the desired outcome of the conversation.



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4. **Showcase your value.** In most cases, people want to hear less about who you are and more about what you can do for them. Your elevator pitch should be focused on what benefits your military skills and your education can bring to an organization.
5. **Be clear.** Refer back to the goal statements that you wrote in the Goal Profile Worksheet in Module 1 Lesson 3. Don't forget to include information regarding your targeted companies and industries in your introduction. Remember, people want to help you, but, first, they need to know HOW they can help you. Always include this information in your introduction.

## There are two types of elevator pitches - listen to the question!

At a job fair or networking event, the other person is not going to ask, "*What is your elevator pitch?*" Your first step is to listen carefully, so you provide the right type of answer.

**Scenario A:** At a job fair, the recruiter asked Sam, "What kind of job are you interested in?" He was so excited to recite his elevator pitch that he blurted out, "My name is Sam Smith, and I am originally from <City, State> and I have spent seven years in the <industry> as a <title>." **Sam never answered the question.**

**Scenario B:** At a networking event, Joe, a job seeker, did a great job walking up to a total stranger and saying, "What brings you here?" The other person, Sally, answered that she is in sales at a local company hoping to meet potential customers. Sally promptly returned the question and asked Joe, "What brings you here?" Joe replied, "I'm a job seeker, and I'm looking for a database administration role in a technology company here in Seattle." Sally said, "Oh, I work for <tech company>, and I know the head of recruiting." Bravo, Joe!

You can see that being great at elevator pitches is mostly about listening and selecting the most relevant answer.

So, at the risk of over-simplifying, we're going to help you with TWO main elevator pitch questions:

- Tell me about yourself
- What are you looking for?



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## Elevator Pitch Question #1: TELL ME ABOUT YOURSELF

Here is an easy-to-remember framework for your answer: A, B, C, D, and zip it!

### A. Ice-breaker:

Pick one thing out of your background that you want to share. However, don't make it anything personal about your marital status, children, any disability, or religious/political preference. Examples are:

- "My parents were born in Thailand, but I came to the U.S. when I was X years old and speak Thai and English."
- "I knew I had engineering skills when I was ten and took apart my Grandfather's old radio."
- "I love to unwind with my hobby of < >."

### B. First 2 main sentences: Your educational background summary

The objective is to help them warm up to you, so show your personality (even though you are nervous). Summarize your educational background, including recent certificates you earned or academies you attended. Examples are:

- *I receive my <degree> at <school> in <subject> and really excelled in <math, computer science>*
- *I have also recently completed the <name of Academy> or <name of certificate> since I am passionate about <field or industry>.*

### C. Middle 2 sentences: Your professional background summary

Share aspects of your professional background that are relevant to your audience. Focus on the skills and experiences that are transferable to this next phase of your career. Imagine standing on the balcony looking down on your résumé. You are not limited to the chronological jobs listed on your resume. You can add up sections to tell your story. Examples are:

*My professional experience includes*

- *X years as a program manager in the technology, responsible for X and Y.*
- *Y years leading teams of up to 150 people and managing over \$3 million budget.*
- *I was recognized as the top performer on my team due to my <sales> accomplishment.*



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## D: Last sentences: Why you are here today

This is your chance to bring it home! Pretend the other person is thinking, "Nice, but why should I support or interview you?"

Tailor your answer to your audience. If you are at a job interview, you want to share your interest in this role. However, if you are at a job fair, you want to share what type of position you are seeking in their company. Be personable, high-energy, and engaged. Some examples:

- *I'm here today because I'm very passionate about your <title> position and hope to participate in the full hiring process*
- *or*
- *I'm here today since I'm seeking a position as an <title> in a technology company.*

## Ending options:

You don't need an end...you can simply stop talking, and they will take over.

If they don't say anything or the pause is too awkward, you have choices. Just be sure to pause before diving into these:

- *May I ask you a few questions?* (Have your questions written out and be ready to take notes.)
- *At a job/career fair: Once I identify positions at your company, may I contact you to forward my resume to the recruiter and hiring manager?*

## Elevator Pitch Question #2: WHAT ARE YOU LOOKING FOR?

People want to help you. But they can only engage if you are clear and precise about what you are hunting for in your job search.

### **Bad answers** to this question:

- "I'm flexible; I can do a lot of things."
- "Well, my background is in \_\_\_\_\_ and \_\_\_\_\_". (They didn't ask for this and it's not their job to translate your background into your future)
- "I'm looking for an exciting position that leverages my background and where I can work with great people in a company with a positive culture."

### **Good answers** to this question:

- "I'm looking for a data analyst position in Seattle with a large corporation in the technology industry."
- "I have been doing a lot of research, and I am very focused on two types of career opportunities. One is a business intelligence analyst in a large company in Tacoma. However, I'm also looking at opportunities in database administration at large tech firms in Seattle."



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## Steal this format:

*I'm looking for a <title> position in <City> with a <size company> in the <industry>.*

## What may happen next?

They may ask for examples of companies or why you want to be a <title>. They may ask if you have found some jobs that may be a fit. Have a conversation.

## Ending ideas:

- *Can you recommend any great companies I should look at?*
- *Do you know any hiring managers or recruiters in my target companies of \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_?*

## Bravo!

You are ready to share your goal statement with your network. Say it proudly and with confidence. Know when to stop talking. Less is better. Make eye contact and share a light smile, showing your pride and passion.

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