



Effective Elevator Pitches

Overview

Crafting a great Elevator Pitch is like creating a short intro that instantly shows potential employers what makes you awesome. It's a quick spiel where you say who you are, what you've achieved, and why you'd rock on their team. These mini speeches aren't just for interviews; they're handy for networking too, especially when you're asked, "So, tell me about yourself." Nailing your Elevator Pitch means you can make a memorable impression fast, summing up your skills and strengths in just a few seconds, opening doors to new connections and job opportunities.

What to Include

Strengths

- Experience
 - Demonstrates your practical knowledge and hands-on skills in the field, showcasing your ability to tackle real-world challenges effectively.
- Time in the field
 - Highlights your tenure and familiarity with the industry, indicating your depth of understanding and adaptability to various situations.
- Areas of Specialization
 - Communicates your expertise in specific areas, setting you apart as a specialist capable of providing unique insights and solutions tailored to the employer's needs.

Accomplishments

- Memberships
 - Illustrates your engagement and commitment to professional communities, showcasing your proactive approach to networking and staying updated on industry trends.
 - Indicates your willingness to collaborate and contribute to collective growth, aligning with the employer's emphasis on teamwork and collaboration.
- Professional Organizations
 - Signals your involvement in industry-specific groups, demonstrating your dedication to continuous learning and professional development.



- Provides credibility and validation of your expertise, as affiliation with reputable organizations reflects positively on your skills and standing within the field.

- Education
 - Validates your academic credentials and foundational knowledge relevant to the role, instilling confidence in your ability to grasp complex concepts and adapt to new challenges.
 - Highlights your commitment to personal growth and improvement, showcasing your lifelong learning mindset and readiness to invest in your professional development.

What to Leave Out

Long Stories

- Keep pitches 2 minutes or less
 - Keeping elevator pitches short in interviews is crucial for capturing attention and maintaining engagement. A concise pitch ensures key points are delivered effectively, respecting the interviewer's time and leaving a memorable impression.

Extra Detail

- Time is ticking, make each word count!
 - Avoiding extra detail in an interview elevator pitch is crucial to maintain the interviewer's attention and ensure key points are effectively communicated within the limited timeframe, maximizing impact and leaving a lasting impression.

Delivery

Rehearsed but not Regurgitated

- Pitches should sound smooth and natural
 - A natural-sounding pitch builds rapport with the interviewer, creating a positive impression.
 - Smooth delivery helps convey confidence and authenticity, making the pitch more compelling and memorable.
- Practice enough to feel confident
 - Adequate practice ensures that the pitch flows effortlessly, boosting confidence during delivery.
 - Feeling confident allows the interviewer to focus on the content of the pitch rather than any nervousness, increasing the impact of the message.



Tailored

- Adjust your pitch a little bit each time to suit your target audience
 - Tailoring the pitch to the specific audience demonstrates attentiveness and relevance, increasing its effectiveness.
 - Customizing the pitch to resonate with the interests and needs of the listener enhances engagement and leaves a stronger impression.
- Have a list of relevant experience to add for a given audience
 - Having a repertoire of relevant experiences allows for flexibility in adapting the pitch to different audiences, ensuring alignment with their interests and priorities.
 - Incorporating specific examples of relevant experience strengthens the pitch, showcasing the candidate's suitability for the role and enhancing credibility.

Example

I've been working in higher education for three years now, after graduating with my masters from Oregon State's Ecampus in Adult and Higher Education. While there I participated in an advising internship, where I completed a project on supporting students in crisis. After that I started working with Oregon State CAPS to continue supporting students in mental health. I'm an active member of the Benny the Beaver society and am passionate about supporting students holistically.

Source

University of Colorado Boulder (n.d). *Elevator Pitch*. Career Development. February, 2024, from https://www.colorado.edu/hr/sites/default/files/attached-files/elevator_pitch_3-16-21_-_with_logo.pdf