

Developing Your Elevator Pitch

- Write down your "Hard Skills" (your academic, volunteer, internship and work experiences).
- Write down your "Soft Skills" (describe who you are and how you operate).

What is the Purpose of Your Elevator Pitch?

- This short 15 – 30 second sound bite concisely and memorably introduces you. It allows you to succinctly and positively position yourself in the mind of the listener.
- Your first objective during an elevator pitch is to get them to like you-Because if they don't like you, they might just take the stairs next time.

Content

- **Profession** - what you do - your professional identity. Consider stating your true profession rather than your job title Ex: Trainer or Learning and Development Professional; HR Generalist or Human Resources Business Partner (students-aspiring HR professional after graduation). *"I teach, create, develop."* People who **do** are just seen as doers; people who inspire, teach and create are seen as experts. State this in the present tense ("I am", not "I was").
- **Expertise** - the competencies or skills you use to perform your work. "Competency" is a set of behaviors that describe excellent performance in a particular work context; a bundle of skills. A "skill" is something you can do well.
- **Types of Businesses** - name the environments in which you have worked or want to work in. Ex: nonprofit, startup companies, Fortune 500 companies, government agencies etc.
- **Special Strengths** - the things that make you different from others who perform the same work (your competition). Do you have a special certification, unique approach to a problem, or exceptional technical knowledge? Connection to groups such as SHRM?

Delivery

An elevator pitch isn't much good if first you don't come across as a credible, likeable individual. To achieve that, remember your business etiquette. The first thing you have to do is introduce or re-introduce yourself. Stick out your hand, and put your face and name back in context for them. Only then should you explain how they can help you. And after you deliver a pitch, try to give a really brief review of your talents, education, or skill set.

- 30 seconds - 60 seconds in length
- Practice so that the delivery is natural, conversational, and effortless.
- Sound the part - show confidence and let your passion show through.
- Look the person you're speaking to in the eyes.

Sample Elevator Speeches

Hi, my name is Brad. Currently I am a junior at SUNY Cobleskill. I am majoring in Business Administration. Last summer I did an internship at Sterling Insurance. It was a very informative experience and I hope to obtain a career in the insurance field. I have always enjoyed meeting people and learning their stories. I believe this will help me with networking and developing relationships with clients. This summer I am hoping to get another internship in the insurance field to learn even more about it.

Hi, my name is Samantha Student, and I am a senior at SUNY Cobleskill. In May I will graduate with a Bachelor of Technology degree in Environmental and Energy Technologies. My concentration is Water Resources Management. Last summer I did an internship at the Schoharie County Soil and Water Conservation District. I focused on conservation strategies to support water quality and habitats. Eventually, I'd like to develop education programs on water conservation awareness. I read that your organization is involved in water conservation projects. Can you tell me how someone with my experience may fit into your organization?

Hi, I'm Alex Student. I'm currently a senior and am studying Information Technology here. My goal is to become a computer programmer when I graduate in May. I have completed two internships where I worked on several program applications with a project team. I enjoy developing computer applications for simple business solutions. The position you have listed seems like it would be a perfect fit for someone with my skills. I'd like to hear more about the type of project teams in your organization.