

Career & Internship Fair

Elevator Pitch

CLAIR AND GLADYS
STROMMEN
Center for Meaningful Work

The elevator pitch is a key ingredient in your successful pursuit of a career. Think of it as an animated business card. This short, 30 second pitch holds all of the information that you believe is crucial in order for others to gain an understanding of who you are and what you're capable of doing. In order to stand out and to be memorable this personal commercial is not an option – it's a necessity.

Once you've developed a strong elevator pitch you can modify it to fit any networking situation. Use it at job fairs, when meeting new professionals, when asked about your college/work experience, with family and friends, etc. Keep the following tips in mind and you will be sure to succeed.

1. Make eye contact and address the person by name.
2. Emphasize your key personality traits. You have many strengths, however, it is important to focus on those that will appeal to this particular audience.
3. Perfect your pitch. Finalize a cohesive elevator pitch, ensuring that it can be easily followed and that it flows smoothly.
4. Be prepared to answer any follow up questions the listeners may have. Keep your pitch flexible enough to be conversational rather than a one-sided speech.
5. Keep in touch. If appropriate, connect with them on LinkedIn.

Although preparation is an important first step, the best way to guarantee an effective elevator pitch is through practice and feedback. Try out your elevator pitch on your friends and family to gain confidence. Contact the Strommen Center if you want professional feedback or guidance in constructing your commercial. Use the exercise on the next page to get started.

Helpful YouTube Videos

Personal Branding – Why is it Important? <http://youtu.be/0a0Vm0zHFh0>

How to Perfect the Elevator Pitch http://youtu.be/y1Y02_oZP8U

Use the template on the next page to collect notes about your accomplishments and goals. Use these notes to develop a short, 30 second elevator pitch that is informative and memorable.

Find more career preparation resource online: www.augsburg.edu/strommen

Briefly describe your background. This is a quick, high level overview of your field of study and any related experience you've had.	Sample: <i>Psych major</i> <i>Graduate in spring</i> <i>Worked as team building facilitator at True Friends</i> <i>Early childhood internship - Cornerstone Advocacy Service</i>
What type of work do you want to do and where would you like to do it? Types of roles, examples of companies you have your eye on, and insight into what motivates you.	Sample: <i>Work with youth and adolescents</i> <i>Group counseling</i> <i>Community/nonprofit organization</i> <i>Motivated by helping others - role model to young adults</i>
What are some of your key strengths and positive qualities? What unique contributions will you make?	Sample: <i>Responsible, always follow through</i> <i>Empathetic and approachable</i> <i>Enthusiastic and not afraid to be silly and have fun</i>

Sample Elevator Pitch

Hi, my name is Auggie Eagle...it's so nice to meet you. I'll be graduating this May with a degree in Psychology. I'm really interested in the Youth Counselor positions at your organization. I've done two internships with high-risk youth and adolescents and I really loved facilitating groups and serving as a role model to young people. I hope to continue that work after I graduate at a community organization like yours....Can you tell me about ...

Remember to make your pitch conversational. Ask open-ended questions and look for connections. If you're speaking to a representative from a potential employer mention what you like about their organization and ask questions to learn more. Show them you have done your research.