
What is a personal Elevator Pitch?

A personal 'Elevator Pitch' is a brief summary of you. The Elevator Pitch gets its name from the amount of time it should take to deliver it – roughly equivalent to a short ride in an elevator (lift) – 30 – 60 seconds and around 75 words. It's helpful to have an Elevator Pitch ready to use. Of course, the information in a pitch will vary depending on where you are at in terms of your career, whether starting out or with some experience, and context. You can craft a 'general purpose' personal elevator pitch that could be used in most circumstances when meeting people, and adapt to use at job interviews.

THERE'S NO BETTER TIME THAN NOW TO DEVELOP YOUR PITCH.

Why is an Elevator Pitch important?

Put simply the Elevator Pitch is your desired introduction of you. The Elevator Pitch is one key tool that will assist you to introduce yourself, and take the lead on a conversation, when you are meeting new people, or at events, and it will enable you to make the most of the opportunity. If you are able to professionally introduce yourself to someone in a confident and interesting way, it can help set you up for a successful conversation, including at the beginning of an interview, especially when you are asked 'tell us about yourself'. It also will help reduce the nerves at meeting people as you already know your introduction.

Tips to make the most of your Elevator Pitch

Speak naturally

The point of the Elevator Pitch is that you already know what you are going to say when you introduce yourself, however you do want to deliver your pitch with a conversational tone. Like anything else, practice makes perfect. The best way to make it sound natural is to practice, practice, practice – and aloud so you remember it easily and become comfortable with the delivery.

Slow it down

When we are in situations outside of our comfort zone, and a tad nervous, we may unconsciously speak too quickly (perhaps in an effort to 'get it over and done with'). If you speak too quickly, it is distracting for the listener who then may miss some important information about you. When practicing your Elevator Pitch do so at a purposeful steady pace.

Keep it simple

Use plain language (avoid jargon and slang) in your Elevator Pitch so it's easy to understand. It will help you be more confident in your delivery and engage the listener for the follow up conversation. Keep your pitch to around 75 words and avoid too much information. This should help you to deliver a clear and interesting introduction.

Express confidence

Even the best Elevator Pitch can lose its effectiveness if your delivery lacks confidence. The 'how' you say it, is just as important as the 'what' you say. Be aware of your body language as you talk, Keep your chest high, shoulders back and smile when meeting someone and delivering your pitch. Use a strong speaking voice to show confidence - this is where practice helps. Practice in front of a mirror or, better yet, with a trusted friend, until the pitch feels natural. Practice, Practice Practice at every opportunity.

Your Elevator Pitch will evolve (and that's OK) especially as you chart your career journey and you change your thoughts on your career and what is of interest to you.

Next steps

The Elevator Pitch will get you started on the conversation and often that's the most difficult part. The next step is to listen to the response so you can engage further in the conversation. Maintaining eye contact and showing you are interested also helps. Again there's nothing like real-world practice, so by putting yourself in situations to engage in conversation will help you learn to be more at ease. Final tip – if you really aren't sure how to respond, use 'that's interesting' gives you time to think about more to say.

CRAFTING THE ELEVATOR PITCH

Let's get started!

Here's a simple structure to assist you craft your Elevator Pitch. To get started simply fill in the blanks to get a feel for how you would say things. You can then adapt as the situation demands, and polish it. And of course then practise.

"Hi, my name is _____.

I have been working as an _____ in _____

for _____ years now. I find it satisfying / interesting to _____.

Where do you think are the job opportunities in the future?

"Hi, my name is _____.

I have been volunteering with _____ for _____ years

now. I find it rewarding to be supporting my community in this way. Recently our

organisation (name it) hosted a _____ for _____

which was strongly supported by the community - and we raised XXX or we had XXX

as a guest speaker which was very motivating. Have you heard of XXXX? or Have you

heard XXX speak?

"Hi, my name is _____.

I have worked in _____ and _____ and enjoy working in a team.

I like to learn new things and focus on getting the job done. I fit in easily and get

along well with people, am positive, and enthusiastic. I am currently looking for a

role to re-enter the workforce. I have qualifications in _____ and am

proficient in MS _____ and _____. I am a team player and like working

with others to achieve goals. Have you heard of any places looking for staff?

Some examples of the 'Elevator' Pitch – 'tell us about yourself' to adapt and use at Job Interviews

Interview to move into role above current level

"Hi, my name is Grace Jones. Thank you for the opportunity for this interview. I have spent the last five years building professional experience in financial administration, and specifically accounts payable, but also helping my colleagues and relieving in other areas including accounts receivable, as we are a small team. I have met all deadlines and worked with the team and supervisor to improve our systems. I was excited to learn about this opportunity in your organisation for an Accounts Coordinator and am keen to use my skills and contribute in the position. Would you please tell me more about the role of Accounts Coordinator?"

Interview for new role – may or may not be currently working

"Hi, my name is Bronte Bester. Thank you for the opportunity for this interview for a customer service position. I work well with people and am courteous. I am easy to work with and am reliable and punctual. I am keen to know more about this role with – name the organisation – please tell me more about the position?"

Interview to re-enter the workforce

"Hi, my name is Abi Chatham. I am keen to reengage in the workforce after a career break. During that time I have been volunteering to keep my skills up to date and have learned some new skills. I am a good fit for the role of Community Support Worker. I have worked previously in community development and support services. I enjoy working in a team. I fit in easily and get along well with people, am positive, and enthusiastic. I like to learn new things and focus on getting the job done. I have qualifications in community support and am proficient in MS Office Word and Excel. I would be a valuable team member and provide that high level of successful engagement that The Good Life is known for. Would you please tell me more about the scope of the role?"