

# LEAP WRQ

## The 'Elevator' Pitch for Students

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### 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. All students should have an Elevator Pitch ready to use. Of course, the information in a pitch will vary depending on what stage of school you're in. **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 in your Elevator Pitch so its 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.

Your Elevator Pitch will evolve (and that's OK) especially while at school as 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 day.

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## CRAFTING THE ELEVATOR PITCH

### Let's get started!

Here's a 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 and polish it. And of course then practise.

"Hi, my name is \_\_\_\_\_

and I'm a student in \_\_\_\_\_ (year in school) at \_\_\_\_\_ (high school) in  
\_\_\_\_\_ (town and state, if applicable).

I am interested in \_\_\_\_\_ as a possible career path

(optional) as I like \_\_\_\_\_

OR

I am interested in \_\_\_\_\_ as a job when I leave school.

(optional) as I like \_\_\_\_\_

I enjoy doing \_\_\_\_\_ in my free time.

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I am interested in \_\_\_\_\_ as a job when I leave school

(optional) as I like \_\_\_\_\_.

I enjoy doing \_\_\_\_\_ in my free time.