

30-SECOND ELEVATOR PITCH WORKSHEET

What is an elevator pitch?

- A short summary of who you are, professionally, and what you are looking to do.
- An opportunity to quickly highlight your best qualities and accomplishments.
- Your pitch should inspire others to learn more about you as a job seeker and to support you in your goals for employment.

When should I be prepared with an elevator pitch?

- At job specific or informational interviews
- Any chance you have the opportunity to network (on an elevator, on the bus, social gatherings, etc.)
- NOTE: Although this worksheet is addressing the topic of job seeking, an elevator pitch can be tailored to any situation

Guidelines:

Start with a 30 second pitch!

Be positive and don't be afraid to sell yourself!

Tailor your pitch to your audience!

“So, tell me about yourself...”

1. Briefly share who you are professionally. Just a one or two sentence summary of your professional self.

“What would you like to do?”

“2. Articulate what type of job you are looking for. You can consider adding things such as: Type of industry, skills you want to use, location, ways you enjoy being challenged, specific position types, department you want to be a part of.

“Why?”

3. Explain why you are interested in this type of work and why you would be good at it. You can include: Transferable skills/experience, what motivates your passion for this type of work.

Examples:

- I am an outgoing person with a knack for customer service. I was chosen as “Employee of the Month” during my first year as a Customer Service Associate at Target and have had a perfect attendance record at every job I've worked. I'd love to find a position in retail or customer service because I'm passionate about helping people.

- I am a marketing professional with 10 years of corporate experience. In my recent position as the Marketing Manager at Jane Industries, I designed and implemented a campaign that increased product sales by 30%. I have also volunteered extensively and enjoy giving back to the community while learning the ins and outs of the nonprofit world. I'm now looking to transition my strong marketing skills into the nonprofit sector where I can support an organization as a Marketing or Communications Coordinator, or in any position where I can make a positive impact. I think this would be the perfect merger of my skills and passions.
- I am a recent PSU grad with a degree in finance. While in school, I got hands-on experience working with small businesses in my campus Business Leaders Club. I'm looking for an entry-level position in a finance department, or with any department that can use my strong math and statistic skills. I love working with numbers, but I'm also a people person and enjoy learning new things, so I'd be great in a dynamic role with many moving parts.