

# THE ELEVATOR PITCH



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## Intro

An Elevator Pitch is a carefully planned and concise introductory message about your professional self. It defines your skill sets, experience, and career hopes for the future.

It should take about 60 seconds to deliver—the time it would take you to ride up an elevator—and it should be focused on the specific and unique attributes that you can bring to an organization or employer.

## Core Outline

- Introduce yourself and make a compelling case:
- Introduce yourself and quickly describe your role and digital learning expertise.
- State the case you wish to make using powerful details that are important to the listener (e.g. higher test scores; jobs; online assessments).
- End with a call to action—a future meeting or a phone call to continue the conversation.
- Ask for a business card and supply one, as well.

## Note:

- Your elevator pitch should not sound scripted. Don't memorize it word for word, but focus on the key points and ideas you want to convey to your audience
- Speak audience's language. Use plain, simple English—not jargon.
- Your goal is to pique the person's interest and leave him or her wanting to know more.
- Be passionate, concise and succinct.

## Your Task

You find yourself among new people in this training.

To make the most of this moment, it is critical that you have a well-prepared Elevator Pitch will ensure that you are ready to market your skills and experiences any time you are given the opportunity to do so.

**You have less than a minute to make an impact.**

- ✓ Record an audio or video summary of yourself, current work, both professionally and in your community (if applicable), and your long term goals and aspirations.
- ✓ Please write it down first in the third person (ex: "Lilian is a medical professional..." not "I am a medical professional..."). *Limit: 60 seconds*