

Pitch Perfect: Mastering Your Introduction for Career Success

An elevator pitch is a brief summary used to quickly and clearly introduce yourself. In a job interview context, your elevator pitch should highlight your background, skills, and passions to convey why you are a strong candidate for the role.

Keep your pitch between 30-60 seconds in length.

Practice your pitch to sound natural and engaging.

Adjust your tone and pace for clarity and impact.

Practice with peers for feedback.

Maintain positive body language to complement your words.



Developing your pitch

Identify your personal brand. What makes you unique? What skills, experiences, and strengths do you want to be known for?

Use the STAR method (Situation, Task, Action, Result) to think of 1-2 work/school accomplishments that showcase relevant skills.

Condense each STAR story into a sentence or two, focusing on your actions and achievements.

Analyze your experiences to identify 2-3 key skills or themes, such as problem-solving, communication, innovation.

Tailor your pitch for the specific job and company by highlighting your most relevant qualifications.

Put it together conversationally, starting with your interest in the company and ending with a summary statement.

Brainstorm

Take some time to think about the background, skills, and passions you would like to highlight. Type your answers in the boxes provided.



Professionally, who are you? Name, where you work, and your role.



What qualities are you proud of or what makes you unique?



What accomplishments are you most proud of?



What are your goals?

S.T.A.R. Response

The STAR response method is a good strategy for interviewing. It can help you create your Elevator Pitch too.

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Situation

Describe a situation in your work experience that is related to the question or role.

Task

What was your task in the situation?

Action

What action did you take to address the situation?

Result

What was the outcome of your action?

Resulting in a relevant story that outlines your skills, experience, and success.



Other methods include:



SOAR: Situation, Obstacles, Action, Results



CAR: Challenge, Action Result

Consider two examples you could use. Briefly note the basic details.

Situation	Task	Action	Result

Elevator Pitch: Mad Libs Style

Complete the boxes for each response category. Your responses will automatically be entered in the elevator pitch paragraph on the next page, where you will then refine your pitch and make it your own.

Professional Identity: Begin with your current role or a summary of your professional identity, emphasizing leadership and expertise.

Core Competencies and Achievements: Highlight your key competencies, leadership experiences, and major accomplishments. Focus on results and impact.

Signature Projects and Roles: Describe pivotal projects or roles you've held, emphasizing your contribution to significant outcomes and strategic growth.

Professional Philosophy and Values: Share your professional philosophy or the core values that guide your work. This can help potential employers understand your fit within their culture.

Career Goals and Vision: Articulate your career aspirations, focusing on how you can contribute to the industry or the prospective employer's success from a strategic perspective.

Unique Offer and Conclusion: Conclude by summarizing what sets you apart as a candidate and express your interest in bringing your experience and insights to the potential employer.

Elevator Pitch: Make it your own

I'm [REDACTED], a seasoned [REDACTED] with over [REDACTED] years of experience in [REDACTED] specializing in [REDACTED]. I've successfully led [REDACTED] achieving [REDACTED] and contributing to [REDACTED]. In my most recent role at [REDACTED] spearheaded [REDACTED], which resulted in [REDACTED], demonstrating my capability in [REDACTED]. I believe in [REDACTED] which has guided me through challenges and decisions, particularly in [REDACTED]. Looking forward, I aim to leverage my experience in [REDACTED] to drive [REDACTED], ideally in a position that allows me to impact [REDACTED]. With a proven track record in [REDACTED] and a deep commitment to [REDACTED], I am keen to explore how I can contribute to your organization as part of your team. I'm looking forward to discussing this in further detail.

Re-write your elevator pitch in your own style. Consider your STAR examples. When you are satisfied with your final draft, practice delivering your elevator pitch to a friend or colleague and ask for critique.