



How to Craft an Elevator Pitch

Companies use elevator pitches to define their products or services or share their values and unique attributes. Elevator pitches are a way to get people excited about the company and what it has to offer to customers and potential employees.

Some companies will ask their employees to prepare an elevator pitch as a living advertisement for their brand. Employees commonly rehearse and use their company's elevator pitch to get their point across quickly.

Similarly, job hunters can create a pitch to present when they have an opportunity to network. It is an excellent way to focus on what you value and what you are good at.

Instructions

1. Brainstorm answers to the following questions to prepare some possible ideas for your elevator pitch:

- What matters to you?
- What are you good at?
- What do you have to offer a potential employer?
- What interests you?
- What do you want to be remembered for doing?
- If you asked a friend, how would he or she describe you?
- What is one thing people should know about you?

2. Imagine a dream job you would like to learn more about. Write the name of the job:

3. Now imagine that you are attending an event after school and you find yourself sitting next to one of your classmate's parents who could hire you for your dream job. (If it is a job that you are not yet qualified to apply for, imagine that you could volunteer there to learn more about it.)

Key Term

Elevator pitch

A brief, high-energy presentation used by companies and individuals to promote their products and themselves.



4. Below, create an elevator pitch to deliver to your classmate's parent that includes the following:

- Your name
- The dream job you'd like to apply for (or learn more about through volunteering)
- Skills or interests you have that could contribute to the job
- Something positive about your personal brand that could leave a positive and memorable impression
- Some way to contact you or follow up with you
