



# YOUR ELEVATOR PITCH

Introduce Yourself Concisely & Impressively

**WHY:** To present yourself professionally within one minute: articulate who you are, your interests, and your relevant skills and expertise (customized to the interests of each audience).

**WHEN:** Anytime you meet people with shared professional interests: conference, career fair, employer info session, networking event, chance introduction.

**HOW:** Create specific 'sound bites' for each type of interaction.

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## PRACTICE!

Choose a specific employer or position of interest and develop your elevator pitch below. Then rehearse it out-loud!

What is your specific interest in their organization, e.g.: their mission, innovation, culture, leadership, or values? Articulate specifics that convey your genuine interest and preparedness.

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What relevant strengths (technical and nontechnical) do you bring that can enhance their success?

- Identify your transferrable strengths: draw from your graduate degree program as well as outside experiences.
- Be ready to frame them in context, for example:  
"From my advanced-degree experience I've developed..." "As chair of the Graduate Student Advisory Committee, I demonstrated ..."

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Direct Skills (technical and analytical skills, data analysis, persistent and creative problem solving, self-training, etc.)

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Example of how you have demonstrated each (from your academic and nonacademic experiences)

Relevant strengths continued...

Nontechnical Skills (e.g., initiative, critical thinking, independent work, collaboration, communication, project design and management, etc.)

Example of how you have demonstrated each (from your academic and/or nonacademic experiences)

What are other key phrases that capture who you are?

What do you want to do (professional goals, aspirations, differences you want to make):

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What makes you unique (traits, outside accomplishments, unusual hobbies — that might suit the conversation):

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Choose from among the "sound bites" you've generated above to customize your one-minute elevator pitch to each interaction.

After presenting your pitch, engage with them using dialogue questions:

Career Fair: "What do you specifically look for?"

Networking: "How about you?" "What is your background?" "What got you into this line of work?" "What do you wish you'd known when you were still in school?"

**Practice your customized elevator pitch until it flows easily.  
Enjoy the conversations!**