

## **THE ELEVATOR SPEECH**

*If fate placed you on an elevator with someone important and you only had the time it takes to get from the top of the building to the bottom, how would you pitch yourself?*

### **What is an Elevator Speech?**

It is a 30 second speech that summarizes who you are, what you do, and why you would be the perfect candidate. It is a way to introduce yourself to career and business connections in a compelling way.

### **What do you want to achieve through an Elevator Speech?**

The goal of an elevator speech is to share your professional expertise and credentials quickly and effectively with someone who doesn't know you.

### **Steps for Preparing an Elevator Speech:**

The first part of your Elevator Speech (15 seconds) should answer 3 questions:

- 1) Who you are?** Your name and something that differentiates you from your peers (major/degree, athlete, veteran, etc.)
- 2) What you do?** Mention if you are a current student or recent graduate, the college/university you attend, and any relevant experience (student teaching, internships, jobs, volunteer work etc.)
- 3) What you are looking for?** Explain the type of position you are interested in. State if you are looking for a summer job, internship, part-time or full-time position, and indicate the field and/or location you would like to work in.

The next 15 seconds should focus on skills and strengths that set you apart from others and communicate your value.

- **Consider your listening audience** – Remember that the people listening to your speech will be thinking “What’s in It for Me?”
- **Talk about how you could benefit an employer** – Communicate your value and the special strength(s) you can offer.
- **Focus on your talents and energy** – If you are a recent graduate you may have little experience in your field, so talk about what makes you excited about your career.

### **Elevator Speech Tips:**

- ✓ *Length of Elevator Speech* – **30 seconds**
- ✓ *Use clear and easy language* – Don't use fancy words and avoid acronyms. If your listener doesn't understand you, then you will lose their attention
- ✓ *Targeted* – Tailor your speech to different audiences
- ✓ *Goal Oriented* – Develop your speech with a specific outcome in mind

- ✓ *Hook your listener* – Snag your listener’s interest and make them want to know more
- ✓ *End with a question* – Consider ending your speech with a question or request for assistance
- ✓ *Practice* – Practice out loud. Be conversational and natural rather than sounding scripted

### **EXAMPLES**

My name is Tom Parker and I’m a senior Exercise Science student at Montclair State University. I am looking for a full-time internship position as part of my program and will receive academic credit. Currently I’m a part-time fitness instructor at the Recreational Center on campus and volunteer at the Boys and Girls club on the weekends. As a child, I struggled with my weight, so I am motivated to help children understand the importance of exercise through fun activities and games. I have a high energy level and am able to find creative ways to get children interested in exercise.

I’m Cindy Perez and a recent honor’s graduate from Montclair State University. My major was Nutrition and Food Science with a minor in Public Health. I am hoping to work for a WIC program in an urban setting. Right now, I volunteer at Chilton Hospital in the nutrition department and really love it. I have very good interpersonal skills and am fluent in Spanish. I am eager to find an opportunity where I can help others.

Hello, my name is Kevin Jones and my career goal is to provide health education information and programs to the community. I graduated from Montclair State University in May with a degree in Public Health and completed my internship at the Newark Health Department. I have expertise in research and program development. I’m in the process of searching for a position where I will be challenged every day. Is there a time we could meet to discuss how to get started in the industry?

My name is Jane Smith and I just received my degree in Family Science and Human Development from Montclair State University. My minor is in Psychology and I recently completed some fieldwork at Family Service League in Bloomfield. I am passionate about working with families to help solve their problems and advise them of available resources. I have strong communication skills and am looking for a position where I can make a difference.