

30-Second Elevator Pitch

CAREER RESOURCES



What is an elevator pitch?

Your elevator pitch is a concise speech designed to introduce and market yourself. Start by stating your first and last name, then highlight what you can do, what you offer, and your goals — all within 20-30 seconds. This brief introduction will impress your connections and demonstrate your preparedness. This technique is useful in various situations where you meet or speak with employers, such as:

- Cold-contacting
- Employer information sessions
- Career fairs
- Online and in-person networking

What is an elevator pitch?

To prepare your pitch, consider these questions:

- **What do you do?** Explain what job you do, or what career your education is preparing you for.
- **What are your greatest strengths and qualifications?** Explain accomplishments from your experience. You can draw on examples from your academic, employment, placement, and volunteer experiences.
- **What are you looking for or looking to do?** Make a connection between your skills and what you can offer the company. Reflect on your relevant career aspirations or goals.
- **What are your next steps?** Mention your desire to connect with this person, whether it be to email your resume, set up an informational interview, or add them as a connection on LinkedIn.

Tip: Remember to practice your pitch so you sound natural!

What is an elevator pitch?

Hi, my name is Kristy Goodwin. I am in my graduating semester at Algonquin College in the Early Childhood Education program, and I am so excited about a career where I can support children in such an integral time in their development. Recently, I completed my third field placement at the Ottawa Catholic School Board, and my Supervisor was impressed with my ability to so naturally incorporate play-based learning into my interactions with the children. Seeing as I am committed to fostering curiosity through exploration, I look forward to expanding on these ideas in the next company I work for. I really enjoyed speaking with you today; can I send you an invitation to connect on LinkedIn?