

Who Do You Think You Are? Elevator Pitch

(30 minutes)

An interview is your chance to make a strong first impression. But in order to do that, you have to be prepared. One way to prepare is to write an elevator pitch—or a quick synopsis of your background and experience. In this activity, you'll write an elevator pitch and practice delivering it with a partner.

Step 1: Have your answer to the question “tell me about yourself” close by.

Step 2: Review this list of elevator pitch tips:

- Keep it brief (30-60 seconds). Don't tell your whole life story. Give a short recap of who you are and what you do.
- Be persuasive and positive. Like a strong thesis statement, you want to get the hiring manager's attention. Focus on what you want to do—not what you don't.
- Mention your goals. Get to the point and say what you're looking for.
- Know your audience. Research the industry and company and notice the language they use when they talk about their work, and write your elevator pitch using that language.

Step 3: Watch this [quick video](#) (4mins) on how to write an elevator pitch and review some [written examples](#).

Step 4: Write your own elevator pitch.

Step 5: Get with a partner and practice delivering your elevator pitch to a partner. Keep the following delivery tips in mind:

- Don't speak too fast.

- Avoid filler words “like,” “um.”
- Deliver your pitch with energy and enthusiasm.
- Avoid a monotone delivery and use expression.
- Make eye contact.

Take notes: What is your partner doing well? How might they improve?



Step 6: Give your partner feedback using the writing and delivery tips above as a guide. Take notes: What did you do well? How might you improve?

