



What's a 'Personal (aka Elevator) Pitch'?

- (Un)anticipated encounter
- Captive audience (usually one person)
- Very limited time to consider & make your pitch
- Necessity of being assertive but not too strong
- *A potential first-of-many-steps opportunity*



What it's NOT

- Awkward
- Pointless
- Uncomfortable



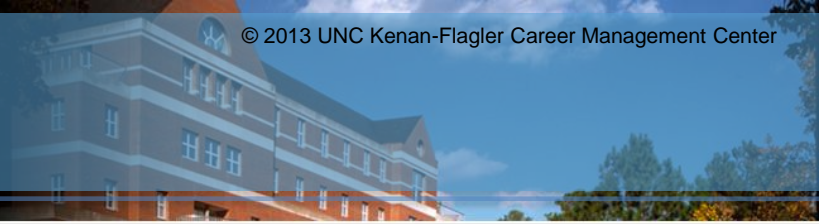
Personal Pitch vs. Resume Walk

Personal Pitch

- About 30 seconds
- More likely to be interrupted
- Networking & conferences
- Less background, more future

Resume Walk

- 1.5-2.5 minutes
- Less likely to be interrupted
- Interviews
- More background, less future



Begin with a Smile and a Handshake



- Puts the other person at ease
- Buys you time and 'cover' to think about your next steps
- Makes you appear confident (even if you're not!)



- Strong but not crushing
- Quick, not rushed; 2 pumps
- Dry



Designing Your Pitch

Greeting & Introduction (5-10 Seconds)

Hello + Identify Yourself + Some Gracious Gratitude

- Sincere smile and strong handshake
- Strong Voice
- Slow Speaking Pace

Who I Am (10-25 Seconds)

Convey Good Grace + Ease + Personality

- Current Role
- Current Projects (Classes, Extra-Curricular)

What I Did (25-40 Seconds)

Concise Review of School + Work

- Strong Voice, Slow Speaking Pace, Smile
- Accurate but Optimistic and Affirmative
- Allow your listener to understand your value
- Include your key strengths/unique skills

Where I'm Heading (30-45 Seconds)

Optimism + Enthusiasm + As Directed as Possible

- Clear, Specific, Concise
- Immediate Goals, Ideal Job
- Longer-Term Goals, Job Aspirations

Also be ready with small talk and engaging/informed questions

Keep the Energy Up



Other Things to Consider

Practice Spontaneity:

Practice is great; scripted is not. Practice enough to be confident and concise, but still relaxed and comfortable, in delivery.

It's not a soliloquy:

Don't blurt out your entire pitch without a pause. Remember the key elements and get those points across in a mini conversation.



Have Options Ready:

Prepare multiple pitches for different audiences or functions/industries.

Overlap Work & Social:

Develop a pitch that works in a social setting that may double as a networking opportunity



Prepare:

Networking Essentials: Personal Pitch Worksheet

Get your thoughts in order. Use the grey boxes to sketch out your pitch. Consider giving yourself some options/more than enough to say.

Greeting & Introduction

Possible to include any thanks, specific praise or other current acknowledgement?

Who I Am

Current Role, Projects
MBA Concentration

What I Do/Did

Concise summary of career thus far.
What's different about me?
What are my key strengths & skills?
What's my value-add?

Where I'm Heading

Immediate goals, ideal job
Longer-term goals, career aspirations



Another Option: Write It Out

On paper or a .doc file:

Write out everything you'd want to say to a recruiter

Whittle it down to $\frac{3}{4}$ a page, then $\frac{1}{2}$

Keep cutting... get it to about $\frac{1}{4}$ of a page

Pull out 3-5 key bullet points about your skills/career

Form your pitch around those key points