

Elevator Pitch

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An elevator pitch is a concise summary used to introduce yourself, it is a way to spark interest, make an impression and start a conversation. Your elevator pitch is important to know for when you may be attending an event where you may be meeting prospective employers or in a job interview. It is the response to the question 'Tell me about yourself'.

Why is it important?

- Interviewers often make rapid decisions about a candidate's suitability
- The Elevator Pitch is your response to what is often the **first question** in an interview
- A well-thought-out elevator pitch creates an excellent first impression and should increase your confidence from the start

How to create an elevator pitch

1. A brief concise history of your work experiences/training or education
2. What are the key skills that you have that align with the role you are interviewing for
3. What you would like to gain from the role you are interviewing for, and how your current skillset benefits the business

Your elevator pitch should be:

- Brief – We want to keep the employer engaged in what we are saying
- Confident – Showing enthusiasm for the role
- Highlight your skills – Showcasing to the employer that our skills align with the role

Avoid

- Speaking too fast
- Rambling
- Frowning
- Speaking in a monotone voice
- Using word fillers