

Networking Etiquette

The 30 Second Elevator Pitch

What Is An Elevator Pitch?

- Short (30-60 second) professional introduction about yourself
- Great way to start a conversation with a potential employer
- Can be used at networking events, career fairs, or informational interviews

Before you pitch: Reflect

- What makes you unique (from a professional skills perspective)?
- What are you seeking?
- What can you offer?
- What do you want a person to remember about you?

Preparing your pitch: Research

1. Spend some time thinking about and writing down using STAR Method (Situation, Task, Action, Result) your top 5 work/school experiences
2. Shorten each story a concise sentence or two (Focus on your actions and the results of those actions) 3. Analyze the common themes:
 - a. What are you good at?
 - b. What do you like doing?
 - c. Are you a problem solver, analytical thinker, or effective communicator
3. Tailoring your pitch for the audience and setting
4. Put it together. Add a question to the end of your description or offer to help someone with something they are working on. Make it conversational.

Sample Pitch Format

“Hi____, my name is____. I am studying____and will graduate in____. I am looking to/I am interested in____. I recently worked on a project that____. I am interested in learning about____. Can you tell me more about____.”

Sample Pitch

“Hi, my name is Mia Patel and I am a 3rd year student studying Computer Science at the University of Regina.

I am interested in cybersecurity and web development because they challenge me to use my analytical skills to keep information secure. Last semester, I worked on a course project to develop a program that analyzed the psychological effects of social media by Twitter users. Right now, I am looking for summer internship opportunities and I am interested in learning more about your company.

Can you tell me about the internship opportunities your company provides?”

Preparing your pitch: Personal research

Spend some time with each of these sections, adding 2-3 specific examples for each box. What you want to be creating is a list of stories that invite others to ask questions and learn more – your job, then, is to write *some* details but not so much that is leave no room for questions!

EDUCATION (i.e. which courses at UofR inspired you? What did you challenge yourself about at UofR?) • • •	TOP STRENGTHS & SKILLS (i.e. very organized, I love to solve problems, verbal and written communication, R & C++) • • •	ACHIEVEMENTS & SUCCESSES (There's no scale for how big or small your achievements or successes are. You decide how you want to define this part) • • •
ACADEMIC PROJECTS (i.e. junior paper or senior thesis, faculty research, building an app, etc.) • • •	INDUSTRY/FIELD KNOWLEDGE (i.e. what are current trends you see? What has come up in the news? How would you approach X situation?) • • •	TARGET ORGANIZATIONS (i.e. What type of organizations interest you? Large, small, private, non-profit, etc) • • •
WHO/WHAT INSPIRES YOU? (i.e. what keeps you motivated and on the grind? Who is someone you look up to?) • • •	WHERE DO YOU WANT TO BE IN THE NEXT 2-3 YEARS? (In the short-term, where do you see yourself working in or doing?) • • •	INTERESTING FACTS (i.e. hobbies, passions, hidden talents, specialized skills, what sets you apart?) • • •

Your elevator pitch should:

- Communicate your personal brand and what you want to be known for
- Convey your unique selling points
- Answer the questions “Tell me about yourself” “What do you do?” and “What are you interested in doing next?”

Write Your Own Pitch

Your pitch should give an immediate sense of YOU as an individual. Share relevant and compelling information about your background, while also being concise.

Who am I?

Name: _____

Class Year (First Year, Sophomore, Junior, Senior, Graduate Student, Ph.D Candidate), Concentration & Certificate _____

Opportunities that you are seeking:

What do I do?

Relevant experience (work, internship, co-op, projects, labs, volunteer work):

Highlights of skills & strengths:

Knowledge of company or person (if applicable):

What is my ask?

Optional closing/goal (for example you will ask...for a business card, to connect on LinkedIn, a question to continue to the conversation)

Develop questions for the employer/professional contact:

- _____
- _____
- _____

Notes