

## Lesson 4: Perfect Your Elevator Pitch

Very rarely will you actually find yourself in an elevator, but you may find yourself introducing yourself 1:1 or in a group circle. Instead of saying I'm a [insert title] at [insert company]... and having someone nod and smile back at you because they don't know what else to say from there, you can give someone a snapshot in a quick and engaging way.

An elevator pitch is just a quick snapshot of who you are and where you're headed. Instead of focusing on painting a before and after picture to back up your theme, you'll focus instead on sharing what you've done that is noteworthy or relevant at a high overview level.

Your elevator pitch will sound different each time. It's not something that is to be memorized verbatim. You may be in dialogue and through their questions during the conversation, bits and pieces will come out. The important thing is you know what are those various bits and pieces so you can weave them into any conversation.

When you are asked to stand up and provide a brief introduction, here's what it might sound like with all of the bits and pieces together:

### IMAGE

*At my core, I'm a [insert theme]. I enjoy helping [who do you serve] [what problem do you solve for them]. Most recently, I've been [what relevant or noteworthy skills and achievements do you want to highlight]. One of my goals is to [insert your mission or what you are working towards]. I'm excited to learn more about/connect with [what is important to you]. [Insert one fun personal fact as an ice breaker].*

### Example:

*At my core, I'm a creative that loves putting beautiful designs on everyday things. I enjoy helping consumer goods companies rethink their packaging so their item is selected off the shelves next to their competitors. Most recently, I've been designing limited edition capsule collections for GAP as a fashion designer. I'm on a mission to transform the way we package items by using more sustainable materials. I'm excited to connect with packaging designers and engineers. A quick fun personal fact: I speak 4 languages and have traveled to 6 continents.*

## Best practices

When it comes to delivering your elevator pitch, here are some top guidelines to remember:

### DO:

1. Keep it positive - even if you're unemployed or unhappy in your current workplace, you are an attractive candidate when you focus on the positives. What did you love about your last role? What are you proud of? What are you excited about?
2. Toot your own horn - don't be afraid to acknowledge yourself in a gentle way. Arrogance is stating you're better than everyone and putting others down to lift yourself up. Confidence is stating the facts such as "I was recently selected out of 9 other team members to lead a team of 5 engineers."
3. Name drop - if you are working for a reputable or globally recognized company it doesn't hurt to weave this into your pitch.
4. Practice - Practice makes perfect as they say. If you're writing your pitch out, be sure you read it aloud in front of a mirror or a friend so you can input natural transitions. Speech sounds different in written and verbal form so continue to review and recite each until it feels natural.
5. Stay focused - the last thing you want to do is go on tangents or share too much competing information that leaves the audience confused as to what your main point is.
6. State the ultimate solution - instead of being focused on all of the tasks you do, go back and ask the 'so what?' What is the ultimate solution or pain point that you solve. For example, instead of saying, "I write curriculum"... I can instead share, "I write lesson plans to inspire high school students to love history - or at least tolerate it."
7. Inject your personality - don't be afraid to inject your personality. People are drawn and attracted to those that are positive, upbeat, charismatic, engaged, funny... be sure to bring out your best self in your delivery.

It's now your turn, come up with your own elevator pitch that you can reference to for talking points. Imagine yourself meeting your dream hiring manager and they asked you to introduce yourself. What is it that you would want to share and have them know about you right off the bat?

You can use the template above or create your own from scratch. What's most important is you highlight your theme, what problem you want to solve and who you

want to serve, along with what you've been doing that is relevant or noteworthy to this. You can include who you want to meet or what you want to learn more about along with a fun fact.

If you are feeling like an imposter because you are pivoting into something new, acknowledge you don't know everything, and despite this, you can trust you will land the opportunity. There's a joke that 70% of CEO's admit they deal with imposter syndrome and the other 30% are lying. I can tell you after coaching thousands of brilliant professionals, each one of them has voiced some level of imposter syndrome.

So if you are feeling bashful because you are not used to 'tooting your own horn', acknowledge that you are humble, but during your job search you choose to boldly share the value you want to provide to an organization.

You're always in control of your narrative and what you want to share with others. My biggest advice to you is to channel your inner mentor (vs. that negative self-talker, the inner critic), and ask him/her what they think of your story. Your inner mentor is the wiser and more compassionate voice - it's often the same voice you use to encourage a friend or loved one who is down on themselves.