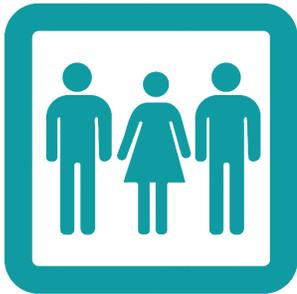
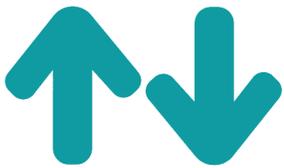


The Elevator Pitch: Make a Connection That Lasts

An elevator pitch is a quick way of introducing yourself and making a professional connection with someone in less than 30 seconds (roughly the amount of time you'd spend riding in an elevator with one another).



Elevator pitches are useful for introducing yourself in professional settings including at meetings and other public or networking events. The objective is to make a quick, memorable connection with someone you want to know, learn from, work with or impress.

How to create an elevator pitch.

Spend some time reflecting on what makes you personally and professionally unique, your current passion projects, value add to the organization, as well as what you'd like to accomplish through the connection you are making. Great pitches include the following components.

1. Who am I?

Hello, I'm Shirley Jones. I'm a new supervisor with the (Agency Name). I'm also the Volunteer Coordinator at the Alameda County Food Bank.

Hello, I'm Rodrigo Soto. I'm the Operations Manager with the (Agency Name). I recently earned my MBA at California State University Hayward and completed the Supervisor Development Program with the County of Alameda.

2. What do I do?

Focus on something you want the other person to understand and remember about your career focus or passion projects.

I'm currently developing relationships with local community gardens to increase our supply of fresh foods at the pantry. I'm passionate about helping people in underserved communities to ensure they have access to healthy food.

I'm currently mentoring other new supervisors to help them better adjust to the County and I've started an informal peer support network for women in leadership positions.

3. What's my ask?

End with a question or request. Keep it simple!

I'm so happy I ran into you at this event. Could you tell me more about your own volunteer work and how you decided to pursue your career as a social worker?

I came to this event because I was looking for female leaders who might be interested in speaking at our events. Would you be interested in speaking or do you know another leader who might be interested?

Since I'm new to the County I've been trying to look for opportunities to collaborate with other agencies. Would you be willing to meet for coffee to discuss?

Tips:

Keep it simple, brief, professional, cordial and informal.

Target your pitch to the event or situation: Tailor your pitch to audience and situation. If you're in a meeting focus on collaboration. If you're at a training or conference, focus on learning and mentoring. If you're talking to a superior, find out more about their career trajectory or leadership vision.

Practice: Take the time to really consider how you want to present yourself. Focus on your strengths and plans for the future. If you feel confident you will be confident!

Have an ask: Find a way to connect with the person you are speaking with and focus on how you might be helpful to one another.

Follow up: Since you are making a request for continued connection be sure to follow up through email. Remind the person of the context in which you met, thank them, and find a way to continue the conversation.