

The Speaking Studio Presents:

Elevator Pitch

Tips and Tricks

How you present yourself

- Wear business attire that you feel comfortable in and that represents you
- Use posture and facial expression to convey confidence and interest
- Keep your shoulders back
- Maintain eye contact
- Keep your feet planted

Content of your pitch

Outline

Aim to hit all of these points in 30 seconds to a minute.

1. Introduction: Tell them who you are. Ex. *“Hello! My name is John Doe! Nice to meet you!”*
2. Essential Truth: Tell them what you stand for and are passionate about. Ex. *“I am passionate about providing safe learning environments for children”*
3. Use the S.T.A.R method to describe a time that demonstrated your passion and any skills you may have
4. Conclusion: Turn the attention back to them! People love to talk about themselves. Ex. *“I know that your mission focuses on working with underserved children, can you please tell me a little more about that?”*

Using the S.T.A.R Method

There are four parts to the S.T.A.R. Method, describe a Situation, a Task, and Action, and the Result of that action. Choose an example that highlights you and your skills aligning with your passion.

Situation: Provide brief context to your example Ex. *“When I was a teacher at BrightFutures*

Preschool...”

Task: Describe the task or job that you were expected to complete Ex. *“...I was in charge of eight students with different learning abilities and needs.”*

Action: Explain the steps that you took to complete this task Ex. *“I had to observe and adapt to the needs of each child to ensure that everyone was cared for appropriately and had activities that were safe and educational.”*

Result: Explain the outcome that your actions created Ex. *“My versatility and teaching skills allowed all eight of these children with learning disabilities to pass standardized testing above their grade level.”*

Put it all together

“Hello! Nice to meet you. My name is John Doe and I am passionate about providing safe and tailored learning environments for children. When I was a teacher at Bright Futures Preschool I was in charge of eight students with different learning abilities and needs. I had to observe and adapt to the needs of each child to ensure that everyone was cared for appropriately and had activities that were safe and educational at an appropriate level. My versatility and teaching skills allowed all eight of these children with learning disabilities to pass standardized testing above their grade level. I know that your mission focuses on working with under served children, can you please tell me a little more about that?”

Tips and Tricks

- Remember that impressions matter. Use nonverbal communication (clothing, vocal intonation, facial expressions, body language) to show interest and confidence.
- Confidence is key. Even if you are nervous, be confident in who you are and what you have to say. Your story is unique. Think about what makes you different and impressive and let everyone know.
- Practice! Shake hands with your roommate, say your elevator pitch to yourself in the mirror, tell it to your spouse, sibling, friend, or mentor. The more you practice, the better it gets, and the more confident and polished you become. Public speaking is a skill and mastering it is attractive to companies.
- Nobody to practice with with? Looking for an unbiased, professional opinion? Make an appointment at The Speaking Studio at <https://uaspeaking.mywconline.com>

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