

## The Elevator Pitch

An elevator pitch elevator speech pitch" in regards to internship and job searching includes a 30 – 60 second overview of an individual's knowledge, skills, and accomplishments. The term comes from the time it takes to complete a normal elevator ride from the top to the bottom floor. An "elevator pitch" is an opportunity to get your point across in a timely manner; namely, who you are, what you've accomplished, and where you hope to go in the future.

Your elevator pitch should be a to the point, carefully planned and practiced message about your professional self that anyone will be able to understand in 60 seconds or less.

Elevator pitches can help you get your foot in the door with potential employers and helps you figure out how to market yourself by defining your skills and what makes your valuable.

Crafting your Elevator Pitch:

Your elevator pitch should include:

- Who you are
  - Name, school, what you are studying
  - Think about the most memorable thing you can say that will immediately make the other person want to get to know you
- Your Goals
  - Education Goals
  - Career goals
- Your Experience
  - “Last summer I worked with...”
- Your skills and assets
  - What you offer / bring to a company
  - How you could benefit an organization

### You Tube Resources:

[How to perfect the Elevator Pitch](https://www.youtube.com/watch?v=y1Y02_oZP8U) video from Howcast

**Take a look at college student Jonathan Butler's 30-second elevator speech!**

<http://www.youtube.com/watch?v=ueeccA2yOcs>

**Here's a spin on the 30-second elevator pitch**

<http://www.youtube.com/watch?v=AX17zjVt8WQ&feature=related>

**A student nails it in 30 seconds (and in an elevator!)**

[http://www.youtube.com/watch?v=h86\\_LqgOLW8&feature=related](http://www.youtube.com/watch?v=h86_LqgOLW8&feature=related)

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Adapted from:

Computer Science for All: Pathfinders Career Readiness Curriculum, NYC Department of Education, 2016-17  
Developing a 30 Second Pitch, Scholars at Work, Workforce 1, 2012