

Elevator Pitch

An elevator pitch is a snappy and persuasive speech that should spark interest in who you are, what you do and your career ambitions.

An elevator pitch should be no longer than 20 to 30 seconds – the amount of time you would have to talk about yourself if you were in a lift with someone you'd like to work for.

Your pitch should be interesting, memorable and succinct.



When should you use an elevator pitch?

- When you are job searching. You can use your elevator pitch at job fairs and when speaking to recruiters and hiring managers
- Showcase your pitch online on your LinkedIn summary or social media bio
- Use your pitch at networking events and mixers. If you are attending any school trips or events, have your pitch handy
- In job interviews, especially when an interviewer begins with the question “tell me about yourself”
- In your CV or on an application. With most applications being submitted online, attach a recording of your elevator pitch to really stand out from the crowd
- When applying for university or college
- When you are pitching new ideas at work or at school

Good public speaking examples

Check out these videos which give examples of good public speaking and how to deliver your elevator pitch.

- **The Intern Queen:** How to create your 30 second elevator pitch:
www.youtube.com/watch?v=Lb0Yz_5ZYzI
- **Indeed:** How to give an elevator pitch with examples:
www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples
- **United Nations:** Emma Watson speaking at the HeForShe Campaign 2014:
www.youtube.com/watch?v=gkjW9PZBRfk&t=14s

Elevator Pitch tips:

- **Say as little as possible.** An elevator pitch shouldn't be your whole life story but instead a few key facts about your career and ambitions.
- **Be direct and honest** about what you are currently doing, your ambitions and what you want from the conversation.
- **Figure out who you are talking to.** Your elevator pitch is only valuable if the person you are talking to understands it.
- **Avoid using business jargon.** Your elevator pitch should be personable and accessible to everyone.
- **Turn it into a conversation.** The best elevator pitches should turn into a two-way conversation. Make sure to allow time for your listener to ask questions and probe deeper into what you have said.
- **Use a memorable story to sell yourself.** People are more likely to remember a compelling story than vague examples and statistics.
- **Practise.** It is normal to feel awkward the first time you use your elevator pitch. Familiarise yourself with your speech by practising with friends, family and colleagues. You could even record it on your phone and play it back to yourself.
- **Time yourself.** Thirty seconds is shorter than you think, so make sure you are able to fit in all your key points without rushing.
- **Close your elevator pitch with an open-ended statement.** This allows your listener to respond, for example, *"I would love to meet with you to hear more about the organisation."*

Activity: writing your own elevator pitch

Complete the below template to create your own elevator pitch and send it to us for some expert feedback from industry experts: wfw@literacytrust.org.uk

About you: Open with a statement that will grab someone's attention: a hook that prompts your listener to ask questions. Use this space to state who you are and what you are studying.

What do I do? What are you studying at school, what your interests are and any hobbies you have outside of school?

What do I want to do? What you want to do when you leave school and why.

What achievements am I most proud of? This can include achievements both at and outside of school.

Conclusion: End with a specific call for action, whether that is exchanging contact details or asking for feedback. Remember to thank the listener for their time.

