



CONSTRUCTING AN ELEVATOR PITCH

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LINKEDIN & NETWORKING RESOURCE

WHAT IS AN ELEVATOR PITCH?

The elevator pitch gets its name from the idea of pitching to someone in the time usually spent in an elevator. If you were in an elevator with someone who could be a valuable addition to your network, what could you say to them about yourself that could make them want to connect with you, all before you reach your floor? Normally, you would be using this in an organized setting, like a job fair or coffee chat.

When you are meeting someone you look up to, you can guarantee that several others similarly look up to them. In the perspective of an employer, it's hard to remember every face, name, and story - especially if there isn't anything particularly memorable about them. The elevator pitch is a great tool to stand out from others by creating a story that urges them to learn more. Once you start, you get the conversation going and by the end, you've secured a new connection.

HOW DO I DEVELOP AN ELEVATOR PITCH?

WHO ARE YOU?

Introduce yourself and what your interests are – does it relate to the industry you are interested in?

WHAT CAN YOU OFFER?

What is your most recent and relevant experience? What unique skills do you bring to the table that were developed or applied through that experience? What do you do differently from others?

WHY ARE YOU THERE?

If you're at a job fair, what brought you there? If you're having an information interview, what made you want to meet this person? Focus this part of your pitch on either your career, the company, or a story. You want to align your own values with that of your goal. For example, what company initiatives do you relate to?

HOW CAN YOU BENEFIT FROM THIS?

What are you planning to gain from this opportunity – is it to land an interview, or just to stay connected? What do you want to know about the company, work environment, or job expectations? Ask questions.