

Preparing a Memorable Elevator Pitch

The Purpose of Networking

Some think that networking is all about selling their services or product. They're wrong. People do business with people they know, like and trust. Networking is the first step in getting to know someone. Knowing is the first step to liking and liking is the first step to trusting them. Once you have made academic and/or professional network connections, getting referrals for job opportunities will be much easier.

Elevator Pitch: *"A short summary used to quickly and simply define a process, product, service, organization, or event and its value proposition."*

The Pitch for Networking

If you belong to any DOH networks, university networks, or attend any DOH programs/events, this is the elevator pitch you use. This pitch explains to the listener what DOH program area you are in (or want to pursue) or skills you have and what type of opportunity you are looking for. You are not giving this pitch to your potential supervisor/manager, but someone who might be able to help you find potential job opportunities. The best elevator pitch will be tailored to the audience.

Creating your Elevator Pitch

- ✓ When you stand up to deliver your 60-second elevator pitch, your elevator pitch should:
- ✓ Introduce yourself, what you do and why it matters
- ✓ Explain what academic background/job experience/skills you have
- ✓ Share the success(es) you have achieved
- ✓ Describe your ideal job or work you want to focus on
- ✓ Ask for a referral or future collaboration you are looking for
- ✓ Your elevator pitch should be short, concise, 'personal commercial'. Keep it to 60 seconds or less.

Step 1: Who are you?

Tell them your name, occupation, and where you work. (1 sentence)

Step 2: How did you get into this field?

Describe your academic background and past experiences that positioned you for your current job. (1-2 sentences)

Step 3: What do you like about your work?

Example what you like/value about your current job and what you find rewarding. (1-2 sentences)

Step 4: What types of strategies, skills and characteristics are important for success in your field? (2-3 sentences)

Step 5: What programs are you working on/initiatives are you involved in?

(2-3 sentences)

Step 6: What professional endeavors are you excited to be involved in the future?

(1-2 sentences)

Step 7: Put it all together

Now string all of these things together. Say it out loud a few times. Tweak it and add a little polish. Edit it down to 60 seconds. To give you a guideline, the average person can say 150 words per minute, so get your word count <150.

Additional Tips:

- ✓ Have fun with your elevator pitch.
- ✓ Use a story or example to demonstrate your best qualities.
- ✓ Use strong, action-packed words and speak in a confident, personable tone.
- ✓ Be relevant. List the accomplishments (paid, unpaid, work, education or life experiences) that are relevant and compelling to your audience.
- ✓ If job searching, be clear about the job title, function and industry you are interested in.
- ✓ Practice your pitch, but don't memorize; you want to sound natural!
- ✓ Make a connection between yourself and your new acquaintance. End with a question to draw the contact into the conversation."