

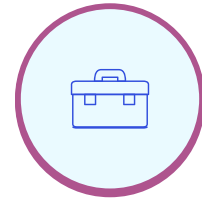


# THE TOOLKIT

A collection of resources designed to provide practical tools for women and non-binary undergraduate students.

## Developing an Elevator Pitch

An elevator pitch is a quick, persuasive synopsis of your background and interests designed to help you introduce yourself to career and business connections in a compelling way. While elevator pitches are often described in the context of - you only have 30 seconds to introduce yourself to somebody over the course of an elevator ride - it's actually much more versatile and is definitely less intimidating than it seems. This pitch can be used any time you're trying to introduce yourself - in an interview, at a job fair, at networking events, on LinkedIn and even during dreaded ice breakers. This issue of The Toolkit will help you write and deliver an effective elevator pitch.



**"THE MOMENT I REALIZED AN 'ELEVATOR PITCH' WAS JUST A PARAGRAPH INTRODUCING MYSELF AND THAT I COULD USE IT WHENEVER AND WHEREEVER I WANTED, I FINALLY STOPPED DREADING WRITING IT. I NOW USE MY SO-CALLED ELEVATOR PITCH EVERYWHERE INCLUDING MY BIO ON LINKEDIN."**

**- CLASSICS MAJOR**

# Tips & Tools

1

**Share your skills.** Your pitch should explain who you are and what qualifications and skills you have. This is your chance to highlight experiences you're particularly proud of or skills essential to your field. For example: you're talking to a representative of a law firm you're interested in interning for and you know they specialize in immigration law. Emphasize the skills and experiences you have related to immigration - perhaps you speak another language or have volunteered in a refugee center.

3

**Demonstrate your passion.** People are more likely to remember somebody who was passionate about their work and goals than someone who sounded like they were just going through the motions. Coursework may be difficult and perhaps you don't enjoy all aspects of the experience but focus on what makes you excited about the field. For example: you're talking to a professor at your institution that goes to Turkey every summer for an archeological dig and the application process is competitive. Utilize this opportunity to show how much you love archeology and emphasize what specifically excites you about the field.

Tips inspired by - "[How to Create an Elevator Pitch with Examples](#)" by Alison Doyle | The Balance Careers

## Further Reading

"[Crafting an Elevator Pitch](#)" | Mind Tools  
 "[How to Write an Elevator Pitch that Sounds Like You...](#)"  
 by Kelli Smith | SkillsCrush  
 "[How to Craft a Personal Elevator Pitch](#)" by Leslie  
 Doyle | Northeastern University

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**Include your goals.** It's incredibly important to identify what you're looking to do in the future. While it doesn't need to be too specific it does need to show you have a direction you're going in so the person you're talking to can connect your skills and experiences to your goal. For example: you're at a networking event and you find yourself talking to an engineer in a large firm. Be sure to tell them not only that you're studying engineering but you're looking for summer experiences that will allow you to apply your knowledge in a practical environment.

4

**Know your audience.** You may find yourself having multiple passions and goals or you have some idea of what you're looking to pursue but haven't decided on one specific direction - your elevator pitch needs to highlight the right skills for the right opportunities. For example: you're at a job expo where you'll be talking to recruiters for a variety of companies in different industries and you're interested both in marketing and software development. You may be able to highlight experiences valuable for both industries but be sure not to mention computer programming languages to marketers.

5

**Be sure to practice.** Elevator pitches are meant to be short - you only have roughly 30 seconds to effectively deliver your pitch in which you need to highlight the right skills and experiences in a passionate way. If you add the additional "nerves" factor of talking to somebody you deem important it can appear to be a stressful situation. The best way to combat these nerves while also ensuring your pitch is impactful is by practicing. Practice so that if you really do find yourself in an elevator with a potential contact you can deliver the pitch without a moment of hesitation.

## A note from the author

*An elevator pitch absolutely sounds daunting. The first time somebody told me I should prepare an elevator pitch I immediately thought - "How am I supposed to talk to a complete stranger in an elevator" let alone somebody who could potentially give me an internship or connect me with my dream job. It wasn't until I started writing that I realized I already had everything I needed. I just pulled skills and experiences from my resume, combined them into a small paragraph and started practicing. I'm still an introvert who worries about talking to strangers in elevators but I'm certainly more prepared now. -Sam Collins, MA.*