

The 30-Second Elevator Speech

The elevator pitch is the key ingredient in your successful pursuit of a career. Think of it as an animated business card. This short, 30-seconds holds all of the information that you believe is crucial in order for others to gain an understanding of who you are and at what you are capable. When you finally have the opportunity to express what makes you unique, it is imperative that you take advantage of the situation. In the world of immediate communication, your ability to convey key facets of your personality in a brief amount of time is a requirement. This is not just an option. It is an absolute necessity.

Suggestions:

- Make eye contact. Moreover, always address the individual by his or her proper name. Old-fashioned manners can have a major impact from the beginning.
- Know your audience. Better yet, research them. Find out who they are and how that is relevant to you. Knowing that you have done your homework will make you confident when the time comes to speak.
- Emphasize key personality traits and strengths. It is important to focus on those that will appeal to this particular audience.
- Prepare an outline. Cast your NETS (Name, Education, Target Job, Skills)

N: _____

E: _____

T: _____

S: _____

- Be prepared. Answer any follow up questions the listeners may have.
- Keep in touch. Provide the listener with contact information.

Never underestimate the potential of networking. Starting on the wrong foot can prevent you from achieving your goals. Although preparation is an important first step, the best way to guarantee an effective elevator pitch is through practice and feedback. Use InterviewStream today to work on this skill!

Try to practice with the above information!