



## DRAFT YOUR ELEVATOR PITCH

### Why?

Elevator pitches can vary, but in essence their point is to very briefly and concisely tell the listener what you have to offer to them, or how you can help them. An elevator pitch is a snappy and positive introduction of you: your goals and your skills and competence. It consists of a couple of key points, well formulated to raise an interest in the listener.

You can also think of your elevator pitch as the key message of your professional profile, or career story. In what field are you an expert on? What is your key competence and key skills? What do you want to achieve, and where do you want to make an impact?

Your key message or elevator pitch may vary according to the situation where you use it. If, for example, you're using it in your job search, be very specific about how your skills and competence can be applied to the position you're seeking, or how they match the competence needs of the organisation you're interested in.

If you're using your elevator pitch more generally for networking, it doesn't necessarily have to be so on point. In either case it's important to tell what you're aiming at, how and why you think the key points are relevant and meaningful - both to you and the listener.

Your elevator pitch also makes an excellent introduction on your Linked profile or CV.

A good elevator pitch is

- Concise
- Targeted
- Clear and well prepared
- Triggers an interest to hear more
- Formulated into a story
- Tells, how you can help the listeners in their need

### How?

When formulating your elevator pitch or career story think, what is the most important thing you want the listener to understand and remember of you and your competence. A good rule of thumb: if they only remember one single thing about you, what do you want it to be?

Test and practice your pitch, both by yourself and with others. Listen, how it sounds to you. Does it tell the story you want it to tell? What sort of feedback do you get? Does it resonate with others' needs, or wake an interest to hear more about you? What do others remember of it?



Here are two different models to help you formulate your elevator pitch, and some tips on how to do it on social media. You can try both models and see, how they differ from each other. In what sort of situations would you use them?

Mirror your competence and goals either against a particular role or receiver, or more generally against your career goals.

### Elevator pitch number 1

First, write down a short list of relevant things about you, e.g.

- The degree you're studying or have
- Areas you've concentrated on in your studies or degree (including possible methodologies) and how your studies have progressed (an element of development)
- Possible previous job or jobs and tasks, showing progress and development
- Your personal strengths and how they show concretely
- A clear definition of your next goal or goals, and what you're aiming at with your career (again, if you're applying for a particular position, e.g. Traineeship, tell what you want, and think is relevant to achieve in this position)

Crystallise these into approximately a one-minute-long speech.

### Elevator pitch number 2: My Career Story / Me as an Expert

What is your main message of you as an expert? The things that you want people know and remember about you? What aspects and competence do you want to be known for and found as? Where do you want to be known and found, among which groups or arenas?

First, write down

- Your **three** most important areas of experience, expertise or competence
- At least **two** environments, where you want to work or make an impact in. They can be e.g., a particular field, sector or organisation, a particular role or position, or a particular group or network you want to work with
- At least **one** recipient for your message: someone whom you want to receive and understand your message. It can be e.g., a particular person, a team or group persons, a collegium or a network
- **Why** these are important and meaningful to you.

Formulate these into a short story about yourself.



## Your pitch talk on social media

On social media it's worth connecting and networking with even people you previously don't know. The same rules for a pitch talk apply even here, but on social media your pitch talk has two functions: it's to be used in direct, simultaneous conversation with others, and as an introduction of you without simultaneous contact, to be found and read without you being present.

Interaction with others is also a bit different from face-to-face conversations due to possible glitches in conversation. This means that you can never be completely sure that the other person understood, what you said.

Tell at least these about yourself, on your profiles and in conversation

- Who am I?
- What do I do?
- How does my work create an impact or value? To whom?
- How is my work or the content I produce new or innovative?
- How to contact me?
- How to find me?

(Source: Poutanen & Laaksonen, 2019. Faktat nettiin. Asiantuntijaviestintä sosiaalisessa mediassa.)