



INTRODUCE YOURSELF: THE 30 SECOND ELEVATOR SPEECH

The elevator speech is an important marketing tool for engaging a potential employer in a career discussion while creating a positive first impression, generating interest and establishing your credibility.

A good elevator speech improves your confidence and makes it easier to present yourself at career fairs, networking events and interviews.

Use this guide to develop key points for your elevator speech, then practice in front of a mirror until you have a smooth and professional delivery.

SAMPLE INTRODUCTION

Hello. My name is John Smith and I plan to graduate this May from Xavier University with a Bachelor of Science degree in psychology.

I am very interested in working with children who have special needs and truly enjoyed working at Stepping Stones as an intern.

My career goal is to become a counselor and use my passion and experience to improve the lives of young people. I know your organization is highly regarded in this area.

Would you be willing to speak with me about related opportunities within your organization?

WORKSHEET

TOPICS FOR DISCUSSION	YOUR NOTES
<p>I am: Discuss your university, degree, year of study, and/or relevant coursework.</p> <p>Example: I am a senior at Xavier majoring in nursing and would like to pursue a career in either emergency care or critical care nursing. I completed 8 credit hours focusing on emergency medicine and successfully completed my co-op program at Christ Hospital.</p>	<p>I am:</p>
<p>Interests/Goals: Discuss your career goals and the types of experiences that you have found most interesting. Highlight at least one key accomplishment or strength.</p> <p>Example: During my internship at Christ Hospital I had the opportunity to work in the emergency department and really enjoyed the fast pace, hands on environment and the opportunity to make important healthcare contributions every day. I received very positive feedback on my performance, problem solving and leadership potential. I would like to continue my training while working as part of an emergency department team at a large hospital.</p>	<p>Interests/Goals:</p>
<p>I know you: Research the internet and the employer website for information about their mission, values, industry, future projects, growth plans and career opportunities. Show that you have done your homework.</p> <p>Example: I reviewed your website and noticed the national recognition that your organization received for top performance in emergency care. I was also very interested in your new community outreach program and your strong commitment to employee training.</p>	<p>I know you:</p>
<p>Request: Make a specific request at the end of your elevator speech. It could be for an informational meeting, phone call discussion, or interview. You might want to discuss your skills, explore current opportunities, a specific project, clarify job responsibilities, career paths, or obtain career advice. Don't ask for a job or discuss salaries or benefits.</p> <p>Example: I would really like to talk with you more about how my skills and interests could help your organization. Would it be possible to arrange a meeting or phone call sometime next week?</p>	<p>Request:</p>

Sources: Adapted from the College of Mount St. Joseph Career & Experiential Education Center