

DEVELOPING YOUR ELEVATOR PITCH

Imagine you are in the elevator with the president of the company for which you would love to work. You have a limited amount of time before one of you gets off the elevator. What would you say? What would you want to convey about your skills, background, education, and interests? What would generate immediate attention?

Your Elevator Pitch is your introduction. The most effective pitch includes 2-3 key skills that you believe are critical to your chosen career and that set you apart from your competition. You may have a 15 second version to use at a party, a 30 second version for someone you sit next to at an alumni dinner, or a full minute to kick off an informational interview.

Here are some examples. Be sure to practice yours so it is ready to be delivered anytime!

1. In May, I will graduate from Ferris State University with a bachelor's degree in computer science. I just completed a 3-month internship with the ABC Company where I had the opportunity to put what I learned into practice. Specifically, I worked with two software engineers to write code for a new software release. Right now, I am looking for an entry-level position in programming.
2. I am currently a sophomore at Ferris State University studying criminal justice and psychology. Through my coursework I have developed a broad understanding of the criminal justice system. I am a passionate advocate and skilled at finding resources. My career goal is to work with at-risk youth. I am interested in an internship in juvenile justice to further develop my skills.
3. I am a marketing major with a sales concentration at Ferris State University. As one of the top 10 students in my class, I have attended national sales competitions and received several awards as part of a team and on my own. My interest is in social media and public relations. I am looking for an internship in fundraising and development with a local non-profit organization.

Questions to consider:

- What are you currently involved in? Think in terms of the classes you are taking, leadership roles you play, volunteer services, athletics ... whatever takes up your time and energy.
- What fields/ organizations are starting to pique your interest? How did that interest come about?
- What transferrable skills have you developed that may be applicable?
- What do you anticipate will be the biggest concern on the part of employees considering you for a job or internship?
- What is it that you want to know from someone in the field?