

# GET THE JOB

## Creating an Elevator Pitch

### How to Introduce Yourself With Confidence and Clarity

**W**hether you're networking, interviewing or meeting someone new, having a strong elevator pitch can make a lasting impression. In just 30 to 60 seconds, you should be able to explain who you are, what you do and what you're looking for — clearly and confidently. A well-crafted pitch can open doors to new connections and opportunities.

#### **KEEP IT SIMPLE AND FOCUSED**

An elevator pitch doesn't need to cover your entire résumé. Instead, focus on your most relevant skills, experiences and goals. Start by stating your name and your current role or area of expertise. Follow that with a few highlights of what you do best or what you're passionate about.

Tailor your pitch based on the situation. If you're job hunting, include the type of role you're looking for. If you're networking within your industry, focus more on what you offer and what kind of collaborations you're seeking. The key is to sound natural and genuine — not rehearsed or robotic.



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#### **PRACTICE AND REFINE YOUR DELIVERY**

Record yourself or practice with a friend or family member to get feedback. Pay attention to your tone, pacing and

body language. Confidence and enthusiasm go a long way in making a memorable impression.

Keep your pitch updated as your goals and experiences

evolve and grow. A good elevator pitch grows with your career.

Having a polished introduction at the ready helps you make the most of professional

interactions, whether planned or spontaneous. When done right, your elevator pitch can be the start of a conversation that leads to your next big opportunity.