

# Developing and refining your elevator pitch

An Elevator Pitch is a brief, persuasive speech that you may utilise to introduce yourself and articulate your value to a prospective employer or organisation. They may be useful for engaging with industry and peers at networking events, at job interviews or even in a workplace at the water cooler. Your elevator pitch will depend on the person or organisation that you are meeting, and it may be useful to develop a range of pitches depending upon the context and person. It is recommended for an effective Elevator Pitch to not exceed 1 minute.

## Before you create your pitch

### Identify the audience and purpose of the pitch

Having a clear understanding of the audience and the purpose of the elevator pitch is vital to shaping and refining your pitch, ask yourself, what is the objective of your pitch and who is your audience? For example, are you seeking to find out more about an organisation or upcoming roles at that organisation, or are you applying for a specific role?

### Identify your unique value proposition

In your pitch you can showcase your value to the organisation or employer, and we recommend that you **Develop your Unique Value Proposition**. Ask yourself, what are some key strengths or capabilities that you have developed through your experiences or study that may contribute to the organisation or role? Some elements to consider may include:

- Have you completed any internships or placements that may be of interest to the organisation?
- Have you participated in extracurricular activities where you have developed capabilities (e.g., student clubs and associations, Summer Research Program, mentoring, volunteering)?
- Any professional accomplishments.

### Identify your motivating factors

You could also choose to showcase the 'why' of your motivating factors for your career decisions. It is important to reflect upon your motivating factors, noting that your motivators may evolve over time. In unpacking your 'why' some questions to consider may include:

- What problems do I want to solve in my career?
- What type of work do I enjoy doing?
- What impact to the community do I want to make?

### Identify a question to ask the employer/organisation

An Elevator Pitch is not just a pitch, but also an opportunity to spark a conversation. Ask yourself, what questions do you have for the individual or organisation? For example, do they have advice on discipline-specific networking events that would be suitable for you to attend, do they have any advice on how to get a job in the industry, or are they aware of upcoming opportunities?

## Identify your audience, purpose, value proposition and motivating factors

## Create your elevator pitch

Once you have done some reflection, it is time to start creating your elevator pitch. Remember, it is recommended for an elevator pitch to not exceed 1 minute. An effective elevator pitch will typically answer these questions:

### Who are you?

Besides your name, you might also like to include your pronouns, your connection to Country, and/or any other information that might be relevant to share with the organisation or individual.

### What do you do?

This may include what you are currently studying, and any experiences that you are currently engaging in such as volunteering, casual work, internships, Summer Research Programs, or other extra-curricular experiences.

### What are some of your strengths and motivating factors?

Refer to your unique value proposition and your previous reflections on your motivating factors.

### What are you looking for?

Reflect on your career goals by reviewing your **Career Action Plan** and review your questions for the individual or organisation.

### An Elevator Pitch that encompasses these elements and reflections may look like:

Hi, my name is Rowan Brown. I am a UQ student studying Communications and I am currently volunteering for a student club in developing the marketing material. I have a passion for storytelling, and one of my key strengths is the ability to develop engaging and creative social media content. My goal is to pursue a fulltime role in social media and marketing, as it would enable me to develop relatable and engaging material that promotes the values of businesses.

### Draft your elevator pitch

## Some final tips

- **Tailor:** Be sure to tailor the pitch to the individual or organisation, in particular, be sure to tailor your unique value proposition to the individual or organisation.
- **Practice:** Practice your pitch to a colleague, friend or family member and get their feedback on how your pitch could be improved upon.
- **Connect:** If it is appropriate, ask if you can connect with the individual on LinkedIn (or other related professional networking platform).

## For further details, please contact:

### Career Development

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