

Developing and refining your elevator pitch

An elevator pitch is a brief introduction that communicates who you are, what value you offer and what you are looking for. It may be useful when engaging with industry professionals and peers at networking events, at job interviews or even in an informal workplace conversation.

Before you create your elevator pitch

1. Identify the audience and purpose

Having a clear understanding of the audience and the purpose of the elevator pitch is vital to shaping and refining your pitch. Consider:

- Who is your audience?
- What do you hope to achieve?
- Are you networking, exploring an organisation, or applying for a specific role?

2. Identify your unique value proposition

Your elevator pitch is an opportunity to showcase your unique value. Think about the skills, knowledge and experiences that make you a valuable candidate. Use the space provided to reflect on what you can offer to an employer or organisation, for example:

- What strengths have you developed through study, work or volunteering?
- Have you completed any internships, placements or industry projects?
- Have you participated in extra-curricular activities, clubs or leadership opportunities (e.g., student clubs and associations, Summer Research Program, mentoring, volunteering)?
- What achievements are you most proud of?

3. Identify what motivates you

Understanding the motivating factors in your career decisions so far can help you identify opportunities that align with your interests, values and goals. Consider:

- What type of work do you enjoy doing?
- What problems would you like to solve in your career?
- What impact do you want to make in or beyond your community?

4. Identify a question to ask

Preparing a thoughtful question can help you learn more about an employer or organisation and start a meaningful conversation. 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?
- Are they aware of any upcoming opportunities?

Create your elevator pitch

Now that you have reflected on your experiences, strengths, motivations and goals, it's time to create your elevator pitch. A strong elevator pitch is clear, concise and tailored to the person or organisation you are speaking with. Aim to keep your pitch to around 30-60 seconds.

Your elevator pitch should answer the following questions:

1. Who are you?

Briefly introduce yourself and provide any information that is relevant to the conversation. For example:

- What are you studying?
- What is your current role or experience?
- What relevant interests or experiences do you have?

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.

2. What do you do?

Highlight relevant skills, experiences or achievements that demonstrate your value. For example:

- Study, work or volunteering experiences
- Placements, internships or industry projects
- Leadership, extracurricular or community involvement

3. What are your strengths?

Think about your unique value proposition and share the strengths, capabilities or qualities that you would like others to remember.

4. What are you looking for?

Explain your career interests, goals or the opportunities you would like to explore. For example:

- Employment opportunities
- Industry connections
- Professional advice
- Further learning opportunities

Example elevator pitch:

Hi, my name is Rowan Brown. I am a UQ student studying Communications and I currently volunteer for a student club where I create and develop marketing materials. I have a passion for storytelling, and one of my key strengths is developing engaging and creative social media content. I am interested in exploring opportunities in social media and marketing, where I can continue to develop my skills and contribute to meaningful projects that promote the values of an organisation.

Using the space below, draft a clear and concise elevator pitch. Aim for 30-60 seconds when spoken aloud.

Final tips

- **Tailor:** Customise your elevator pitch for the individual or organisation you are speaking to or planning to connect with.
- **Practise:** Practise your elevator pitch with a colleague, friend or family member and get their feedback on how your pitch could be improved.
- **Connect:** Follow up any new connections after your pitch. Ask if you can add them on social media (eg., LinkedIn).

For further details, please contact:

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