INTRODUCE YOURSELF: THE 30-SECOND ELEVATOR SPEECH

The elevator speech is an essential tool for building your professional network, learning about career paths, and marketing your education and experiences to an employer. Your 30-second introduction should demonstrate your knowledge and interest in the employer, industry, and/or opportunity. The elevator speech is a conversation starter; therefore, be concise and focused in your approach. Utilize this Career Management Center resource to develop and to perfect your elevator speech.

DISCUSSION TOPICS

ACADEMICS

- Discuss your university, area of study, academic projects, and/or relevant coursework.
- Example: I am a graduating senior at the University of Texas at Dallas majoring in business administration and interested in international career opportunities. I completed 6 credit hours in global business strategies focusing on international market analysis and cross cultural communication.

EMPLOYER RESEARCH AND INDUSTRY KNOWLEDGE

- Review the employer website, job and/or internship description to learn more about the organization. Research the employer mission, core values, and current and future projects/initiatives. (Tip: the Vault guides available through Comet Careers provide insider information about an organization’s culture and environment).
- Example: I noticed your organization values innovation and creativity in designing process improvement strategies for your clients. I would like to learn more about the skills that helped past associates succeed in a unique consulting environment.

EXPERIENCES

- Focus the conversation to your most relevant and powerful experience(s), which may include work, internship, leadership, volunteer, community, military, and/or athletics.
- Example: I was President of the School of Management Dean’s Council this year and led the initiative to redesign the council’s website and to help other student organizations create their own. This experience enhanced my ability to lead a diverse team and to learn multiple approaches when completing a project. I learned how to support others within a creative and collaborative environment as well as time management strategies to keep everyone on-task.

SKILLS

- Review the employer website and position description to identify your most relevant skills.
- Example: I am fluent in Spanish and noticed your organization is expanding into Latin America. In addition, I furthered my knowledge about Spanish culture when I studied abroad in Argentina last summer.
GOALS

- Describe your career and/or professional goals for pursuing this opportunity.
- Example: I enjoy working in a collaborative environment that encourages innovation. I am very interested in gaining international professional experience and furthering my knowledge about project management.

DISCUSSION TIPS AND PRACTICE EXERCISE

The elevator speech represents a conversation starter only; therefore, keep your introduction to 30 seconds. Employers remember candidates that are confident and focused in their approach. Tell a memorable story that demonstrates your industry knowledge, enthusiasm, and preparedness. Utilize the space below to document and to practice your introduction.

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