WHAT IS YOUR TASK?
You need to produce an “Elevator Pitch” for yourself. An “Elevator Pitch” is usually an engaging, informative, and professional 90-second video that showcases who you are and what you have to offer (in this case) a potential employer. It is called an “Elevator Pitch” because it usually lasts the time it takes to ride an elevator. Think about it as if you happened on the same elevator with the hiring manager and you’ve got about 90 seconds to sell yourself.

WHAT IS THE FIRST THING YOU NEED TO DO TO START ON THIS ASSIGNMENT?
You need to select a position with a company that you might be qualified for now that you have your undergraduate degree (and any relevant professional experience) and are starting on your MBA. That prospective employer will be your target audience for your “Elevator Pitch.”

WHAT IS A SUGGESTED APPROACH YOU COULD TAKE WITH YOUR VIDEO?
You could do the following:
- Introduce yourself to the prospective employer in a pleasant way
- Smile, make eye contact, speak clearly, loudly and with enthusiasm
- Tell a little about your educational background
- Tell a little about your professional background
- Tell about your relevant accomplishments
- Tell about your career goals upon graduating with your MBA
- Conclude with what you would like your audience to do next and how you would like them to reach out to you

WHAT ARE SOME ISSUES TO KEEP IN MIND?
- Don’t forget to take into account what you are wearing and what your “backdrop” is in your video.
- Make sure that you practice enough to have perfected your delivery of this information in your video
- “Hook” your viewer in such a way that they definitely want to read your resume and give you an interview

WHAT TECH RESOURCES SHOULD I USE?
You will need to use a better than decent video camera to record your video. After all, if it doesn’t look good, it won’t accomplish your objective. Your cellphone probably has a better than decent videocamera but you will want to experiment with it so that you get the best picture and the best audio possible.

Once you have your best video in the camera, upload it to your Youtube account. Once the video is uploaded, copy the URL to the location provided with your assessment directions.