



Exercise: Elevator pitch

2-3 people in each group, 30 minutes

An elevator pitch is a quick presentation of a person's background and skills and, in some cases, their future plans. In other words, a summary of their competences and value.

The elevator pitch concept is based on the idea of a situation where a student happens to meet the managing director of a company they dream of working in – for instance if they are taking the same elevator. However, it is also a clear advantage to be able to deliver such a presentation in a job interview or network meeting or at a private party.

The elevator pitch is:

- **Short:** Spend between 30 and 60 seconds
- **Precise and relevant:** Move straight to the point and be aware who your pitch is directed to.
- **Understandable:** Use the language you normally would when speaking
- **Authentic:** The pitch must express your values and place you in an optimal position as regards your professional profile.
- **Situation-specific:** Choose a situation-specific angle that matches the circumstances. It makes a difference whether you deliver the pitch at a job interview or at a private party.

Practice your elevator pitch

1. Start by writing down some keywords that you can base your pitch on (10 minutes):
 - Who are you? (Education and experience)
 - What are your strengths? (three to five examples - possibly matching the job. It may be fine to try to target it at your dream job)
 - Why do you want to work here?
2. Then start practicing your elevator pitch. Start by spending 90 seconds (time it!) on your pitch and practice it three times, cutting 15 seconds off each time. In this way you practice making your elevator pitch precise and to the point.
3. The group members listening to your pitch will provide feedback in the process: What works really well? What might you do differently to improve the pitch? Consider the above criteria regarding the elevator pitch.