

## Personal Advocacy and Elevator Pitches

### PART ONE: Mentor Preparation

An elevator pitch is a short introduction to your experience, interests, and goals. It should last just 30-60 seconds—about as long as an elevator takes to get to the top floor of a building! The idea is to pitch yourself concisely and persuasively to a “gatekeeper”: someone who controls access to opportunities like internships, jobs, or a college acceptance. Your mentee can use an elevator pitch in a variety of networking contexts, including college fairs, job shadowing days, and speed networking events.

The key components of an elevator pitch include:

- Your name
- Background information
- Professional goals
- Relevant experience

When delivering an elevator pitch, your mentee should pay attention to:

- Volume
- Pacing
- Eye contact
- Fluency
- Confidence

Reflect: How do you usually introduce yourself in a professional setting?

- Write your elevator pitch here, as if you were introducing yourself to the CEO of your dream company to work for. You will deliver this speech to your mentee as an example, so make sure it's good!

Remember, your mentee might not have a ton of relevant experience yet. The elevator pitch is as much about your mentee's personality and goals as it is about their accomplishments. Encourage them to be creative when brainstorming things to include in their elevator speech, especially if they don't have many extracurriculars or jobs. Caring for younger siblings or creating original content for a social media platform can also be valuable experience! You might also use this as an opportunity to encourage your mentee to get more involved on their campus. Challenge your mentee to consider additional experiences that would enhance their pitch!

### PART TWO: Pair Activity

Imagine you get into an elevator, and you find yourself with the CEO of a company you would love to intern or work for. You have about thirty seconds to introduce yourself—the amount of time it takes for the elevator to go to the top of the building.



The key components of an elevator pitch include:

- Your name
- Background information
- Professional goals
- Relevant experience

Your mentor has prepared an elevator pitch as an example. Pretend to be the CEO of a company, and hear your mentor's pitch! Remember, the pitch should be about 30-60 seconds long.

How was your mentor's pitch? Would you hire them? Check off the things that they were successful at, and circle the things they need to work on. Be honest but kind!

- Volume
- Pacing / Speed
- Eye contact
- Fluency / Clarity
- Confidence

Now it's your turn. Fill in the blanks of this template with your mentor.

Hello, my name is \_\_\_\_\_ and I am a freshman at \_\_\_\_\_.  
I am currently majoring in \_\_\_\_\_ and pursuing a career in \_\_\_\_\_ or \_\_\_\_\_.  
I am currently involved in extracurriculars/jobs such as \_\_\_\_\_ and \_\_\_\_\_, and classes such as \_\_\_\_\_. This has helped me develop skills such as \_\_\_\_\_ and \_\_\_\_\_. Could you please tell me more about \_\_\_\_\_? (Write something that you are interested in: an internship or job.)

Now practice saying your elevator pitch out loud a few times. Make sure to speak slowly and clearly enough to be understood. Like with any speech, confidence is key! Ask your mentor for feedback on your delivery, focusing on the five traits above. Check them off when you feel you have achieved each one.

Once you have your pitch memorized, have your mentor record you saying your speech.

An elevator pitch is a networking tool—it can help you introduce yourself to new people and expand your professional opportunities in the future. You might use an elevator pitch during an informational interview, at a job fair, or a networking event, among others. Can you think of an opportunity for you to use this tool in the next couple of months? Write it here.