

## WRITE YOUR ELEVATOR PITCH

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**TOOLS:** Yourself, a pen and paper

**TIME:** 30-45 minutes

**CONTEXT:**

Your Elevator Pitch is a brief, memorable, description about you, what you do, who you are, and what you have to offer. Getting clear on your Elevator Pitch will not only help you be more confident, but will also make your introduction clean, clear and succinct to your interviewer. This is part of being prepared so that you have the best interview experience that you can.

An Elevator Pitch is as simple as it sounds. It's the amount of time that you have to make an impression on someone. Your perfect pitch will be around 3 Tweets long. It will have everything in it to get your interviewers' attention. Let's have a go at creating yours.

**INSTRUCTIONS:**

**Step 1:**

You want to share the basic information about you, and really, why you are the best candidate for the role that you're applying for. You want to stand out from the get go so think about this when you're writing down notes for this exercise.

- What is your unique selling point?
- How are you different?
- What are you passionate about?
- What values do you feel and believe in that can benefit others in their workplace and business?

There are some pointers below to help you find your perfect pitch. As you do the following exercise, note that you can write as much as you want to to begin with. Leave the editing until the next step.

TOPIC EXPERT: SAGINA SHABAYA

Who are you?

What do you do and why do you do it?

What are you passionate about?

What are your values?

What have you achieved?

What are your goals?

Why can people trust working with you?

What is the one thing that others need to know about you?

## Step 2:

Think of your Elevator Pitch as your way to make an impression. Now you are going to pull out the most important, strongest, powerful, and intriguing parts of what you have written. Start slowly. You want to end up with a few sentences that will sell you and make others want to know more about you.

Some pointers for you:

- Get rid of unnecessary or repetitive details.

- Remember you are not duplicating your CV or application form.

- Shorten and connect your sentences.

- Hone and enhance the good stuff.

- Give a clear example rather than a generic line.

- Add an interesting fact, stat or conversation starter at the beginning of your pitch to engage your listener.

- Polish your pitch.

**Write your pitch here:**

## Step 3:

Once you have got your perfect Elevator Pitch, practice saying it out loud, in a clear, confident, and natural way. Don't rush. Believe in each word. Own who you are and what you are bringing. And remember that you can tweak and change your pitch over time and to suit each interview that you might have.

### **THE THREE S'S: SKILLS/STRENGTHS/SUPERPOWERS:**

Now it's time to don your superhero cape and find your three S's. Think about what others' might say about you. Your boss. Workmates. Friends. There's no time to be modest here, this is your moment to shine your light. Remember, you are amazing. You have what it takes to bring everything to this role. So, let's play! In each of the columns below, make a list of all the words that come to you under each of the three categories. Then choose the one from each list that speaks to you the most. Claim these as your three S's.

**SKILLS:**

**STRENGTHS:**

**SUPERPOWERS:**

My Three S's are:

Skill: \_\_\_\_\_

Strength: \_\_\_\_\_

Superpower: \_\_\_\_\_

**END RESULT:**

You now have a great tool to introduce yourself and leave an impression during your interview, or if you ever find yourself riding an actual elevator with the CEO of your dream company or opportunity!