

The Elevator Pitch

An elevator pitch — also known as a 30 second commercial — is a short, persuasive speech or “commercial” that highlights your background, experience and strengths. It is meant to communicate who you are, what you’re looking for and why you would be an ideal candidate to a prospective employer. An elevator speech is a great way to gain confidence in introducing yourself to hiring managers and can be used in a variety of situations and events, such as hiring events, job fairs or networking seminars. It is often the first impression you’ll make on a potential employer, so it is important to have your speech memorized, practiced and well refined.

Introduce yourself

Begin your pitch by introducing yourself to the recruiter. Provide information such as your name, field of study & school; add area of professional expertise and specialization to give the listener a broad idea of what career path you are on.

Provide a summary of your skills and experience

Next, provide a brief explanation of your background. You should include the most relevant information such as your work experience, community work, and any school related activities or projects that would spark the interest of the employer and serve as evidence that you are a great candidate.

Explain your “why” (why you are here) & what you offer.

When discussing why you are here, you’re telling the recruiter what it is you are seeking. This is a good opportunity to mention why you are interested in this company or how your skills/experiences align with their needs.

Finish with a call to action

You should end your elevator pitch by indicating what you hope to happen next. Examples include asking for a follow up meeting, expressing interest in a job, or connecting on platforms such as LinkedIn and developing connections with industry leads.

Example 1:

Hi there, I’m Sara Miller, and it’s so nice to meet you! I am a Business Accounting student at Mohawk College and I am currently in my last semester. During my time at Mohawk College, I interned with RBC as an accounting assistant where I got hands on experience using accounting software such as QuickBooks and Sage 50, which allowed me to gain invaluable experience in the accounting field and develop my technical expertise. In addition to being a full-time student, I currently work as a customer service rep as well as volunteer as a peer mentor. My experience has helped me to become an excellent communicator as well as helped me to develop strong teamwork skills and time management skills. I am now looking to further develop my expertise with a great organization that promotes growth and values diversity and I believe my skill set and core values align nicely with what you seek in an applicant. I would love to learn more about the opportunity available with your company.

Example 2:

Hello! My name is Jaspreet Kaur, and it’s a pleasure to meet you! I’ve recently graduated from Mohawk College where I completed a certification in Human Resources. I am now interested in pursuing a career in the HR sector, more specifically in the recruitment and development area. In my previous experience, I worked as a manager at a large retail firm and have worked with a diverse range of people. This has helped me develop skills in leadership and teamwork. I have also completed an internship position as a Human Resources intern with a local company where I had the opportunity to work alongside the HR manager. In this role, I worked in a fast-paced environment which allowed me to improve my time-management skills, organizational skills as well as develop my skills using HR software and databases. I’ve always been a dedicated team player and would love the opportunity to bring my strong work ethic and leadership abilities to this position.