

Lecture 9 - Elevator Pitch

Imagine you are in a building; you enter in the elevator to go a few floors up and the CEO of a company that you really want to work for enters in the same elevator. You have 30 seconds to say something about yourself, that would make the CEO want to find out more and offer you an interview opportunity. What would you say in those 30 seconds?

Delivering this type of interesting 30 seconds speech about yourself is called an "elevator pitch". An "elevator pitch" is a brief, persuasive speech that you use to spark interest in a topic - in this case, you are the topic.

A good elevator pitch should last no longer than 30 seconds, the length of an elevator ride.

Later on in your career, you will use the idea of "pitching" in order to propose projects to your managers or company executives or to get investors to fund your ideas, if you decide to create a start-up company.

Going back to the initial question, let's see what you should say in those 30 seconds that you have available, in order to obtain the job interview!

1. Start with your name. Don't say the full name, though. Say just the first name, or if you have a difficult or very lengthy first name, use an easy to pronounce nickname. Australians in particular like to shorten all the names. Just think about the fact that McDonald's is "Maccas" and that should give you an idea!
2. Mention your degree, but keep things brief: "I undertook my bachelor in electronic engineering and I am about to complete a master degree in engineering management".
3. Mention your expertise, if you have any: "I worked on various projects, such as building robots, automating processes and prototyping devices", even if these projects were part of university assignments, they are just as valuable.
4. Mention if you have a part time job here in Australia: "I am currently working part time at Domino's, and I am really enjoying the teamwork, the Australian work culture and seeing the customers happy with my work".
5. Tell the CEO what you want: "I am very interested in an opportunity in my field of study, to prove my capabilities and to contribute to the delivery of innovative products and services for the customers".

Now, let's put everything together from the 5 points:

Hello, my name is Aki, I undertook my bachelor in electronic engineering and I am about to complete a master degree in engineering management. I worked on various projects, such as building robots, automating processes and prototyping devices. I am currently working part time at Domino's, and I am really enjoying the teamwork, the Australian work culture and seeing the customers happy with my work. I am very interested in an opportunity in my field of study, to prove my capabilities and to contribute to the delivery of innovative products and services for the customers.

This is the moment when the CEO will be interested to schedule an interview for you. Make sure you have your business cards with you so that you can exchange contact details. If they are not interested in scheduling an interview straight away, don't be disheartened. Add him/her on LinkedIn, adding a nice note, and make sure to keep in touch with them. Don't be pushy, but don't let them forget about you either.

Don't do this only with one person, use your elevator pitch on everyone you meet. You never know where opportunity arises from. After you get a job, don't neglect the other people from your network. Keep in touch with them. Porter Gale said that "Your network is your net worth". There is also a book on that topic that you should read.

For more information, please see: <https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples#2>