The Elevator Speech
RIDING IN AN ELEVATOR

• The term “elevator speech” or “elevator pitch” is derived from the idea that you should be able to “sell” yourself in the amount of time it takes to ride up/down an elevator with an important contact.

• Some say the speech should take 30 seconds. Others say 2 minutes. Prepare various lengths for various contexts.
TIPS
As you begin to prepare, remember:

**Cut the fluff**… Your speech needs to be clear and concise.

**Keep it interesting**… Highlight ways you are unique or innovative.

**Be yourself**… You don’t want to sound over-rehearsed, robotic, or inauthentic.

**Remember:** *poised, polished, prepared, passionate, and professional!*
PREPARE, PRACTICE, DEVELOP!

Step 1) Prepare a general version of your elevator speech. Include:
- Who are you?
- What do you do?
- What’s your interest/specialty?
- How do you add value to the context?

Step 2) Practice with a friend or colleague. Be sure to practice a firm handshake and good eye contact! Ask for feedback.

Remember: Be poised, polished, prepared, passionate, and professional!
Thank you!

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