

Career Development Series 2020

Crafting and Delivering Your Elevator Pitch

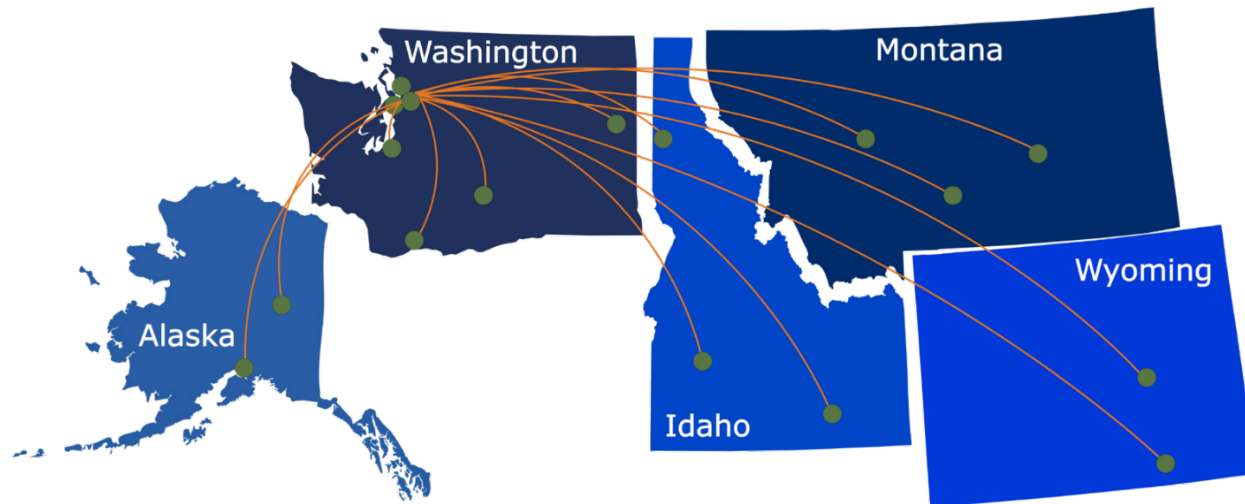
Presentation will begin at 11:00 AM (PT)



ITHS

Institute of **Translational** Health Sciences

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What We Offer:

- 1 Research Support Services:** Members gain access the different research services, resources, and tools offered by ITHS, including the ITHS Research Navigator.
 - 2 Community Engagement:** Members can connect with regional and community based practice networks
 - 3 Education & Training:** Members can access a variety of workforce development and mentoring programs and apply for formal training programs.
 - 4 Funding:** Members can apply for local and national pilot grants and other funding opportunities. ITHS also offers letters of support for grant submissions.
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Contact our **Director of Research Development**



- **Project Consultation**
- **Strategic Direction**
- **Resources and Networking**

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Upcoming Career Development Series 2020

July 15 – Storing and Managing Data in 21st Century

July 22 – Evidence Synthesis Primer: A Step by Step Guide

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Feedback

At the end of the seminar, a link to the feedback survey will be sent to the email address you used to register.

Crafting and Delivering Your Elevator Pitch

Presented by Monica Cortés Viharo

PhD student at the University of Washington's School of Drama
Adjunct Professor, University of Puget Sound



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Learning Objectives

- 1 Attendees will be able to list preparation techniques in crafting and elevator speech.
- 2 Attendees will be able to describe approaches to tailor an approach for different audiences.
- 3 Attendees will be able to identify challenges in communicating an elevator speech.

Elevator Pitch

What it is and is not.

A concise, carefully planned, and well-practiced message about your professional self that *anyone* should be able to understand and can be given in the time it would take to ride an elevator. (30 sec.- 2 min.)

- NOT a verbal cover letter / leave room for them to ask questions
- IS an executive summary

Why you need a good one?

- “Tell Us About Yourself” interview question
- Networking events
- When opportunities arise!

Preparation

Write it Out

- Who am I? (What makes you unique?)
- What do I do? (Which of their problems can you solve?)
- Why do I do it? (What are your goals?)
- Call to Action – “The Ask” (e.g. another meeting, suggestions on who else to speak with, what would make you an ideal candidate)



Hints:

- Start with a hook/attention grabber
- Keep it fresh and natural

Preparation

Content

Education: Degrees, school, major, training

Types of Businesses: name the environments in which you have worked or want to work in

- Nonprofits, startup companies, Fortune 500 companies, government agencies, etc.

Special Strengths: what makes you different from others who perform the same work (your competition)?

- Special certification, unique approach, extensive experience, exceptional technical skill/knowledge

SAMPLE PITCH: <https://www.youtube.com/watch?v=NBa0cnsRMUQ>

Writing/Tailoring

Take 5 Mins.

- Write/refine your elevator pitch.
- Consider a specific situation and goal.



Write it Out

Who am I? (What makes you unique?)

What do I do? (Which of their problems can you solve?)

Why do I do it? (What are your goals?)

Call to Action – “The Ask”

(e.g. another meeting, who else to speak with, what would make you an ideal candidate)

Delivery



Your Whole Body is the Communicative Instrument

- Warm Up
- Practice
- Make it conversational

Challenges

What are your challenges?

What are your strengths?

Try talking about yourself as if you were your own best friend.

Your Work Matters!

Your Voice Matters!

Questions?

Monica Cortés Viharo
mcvphd.com

Thank You!

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Feedback Survey

A link to the feedback survey has been sent to the email address you used to register.

Please get out your device, find that email, and spend a few moments completing that survey before you leave today.

Tip: If on a mobile device, shift view to landscape view (sideways) for better user experience.