

Career Development Series 2021

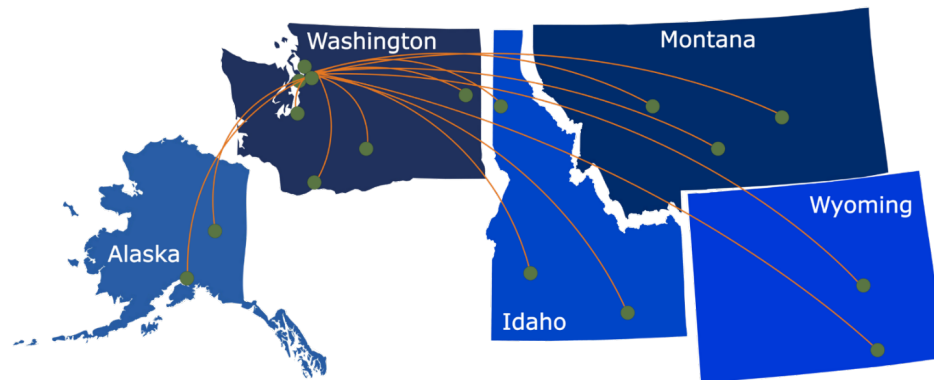
## Crafting and Delivering Your Elevator Pitch

Presentation will begin at 12:00 PM (PT)



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## What We Offer:

- 1 Research Support Services:** Members gain access to 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.

# Contact our Director of Research Development



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

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# Feedback

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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

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# Learning Objectives

**At the end of the session, participants will be able to:**

- 1** List preparation techniques in crafting an elevator speech
- 2** Describe approaches to tailor an approach for different audiences
- 3** Identify challenges in communicating an elevator speech

# Overview

01

What is (and is not) an  
Elevator Pitch?

02

Preparation Techniques

03

Tailoring Your Pitch

04

Practice!

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# 01 Elevator Pitch



## What is it!

- Concise, carefully planned, well-practiced message
- About your academic & professional self
- **Anyone** can understand
- Elevator ride (30 sec.- 2 min.)



## What it is not.

- IS NOT a verbal cover letter
- Leave room for questions
- IS an executive summary



## Why you need one.

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

Examples!



## 02 Preparation

## Write it Out

**Who am I?** (Year & school. What makes you unique?)

**What do I do?** (College preparation, jobs, internships, clubs, sports, hobbies)

**Why do I do it?** (What are your interests and why? How did you develop this interest or skill? What are your short-term and long-term goals )

**Call to Action** – “The Ask” (e.g. donation another meeting, suggestions on who else to speak with, what would make you an ideal candidate)



## 03 Tailoring

In what current or upcoming situation will you use your elevator pitch?

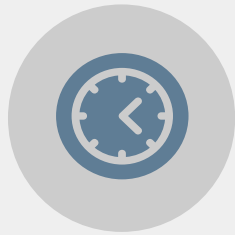
What make you unique?



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## 04 Practice



Write

5 mins.  
Use your worksheet



Speak

10 mins.  
Practice

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Your Story Matters!



# Thank You!

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Open for Questions



## Feedback Survey

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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.