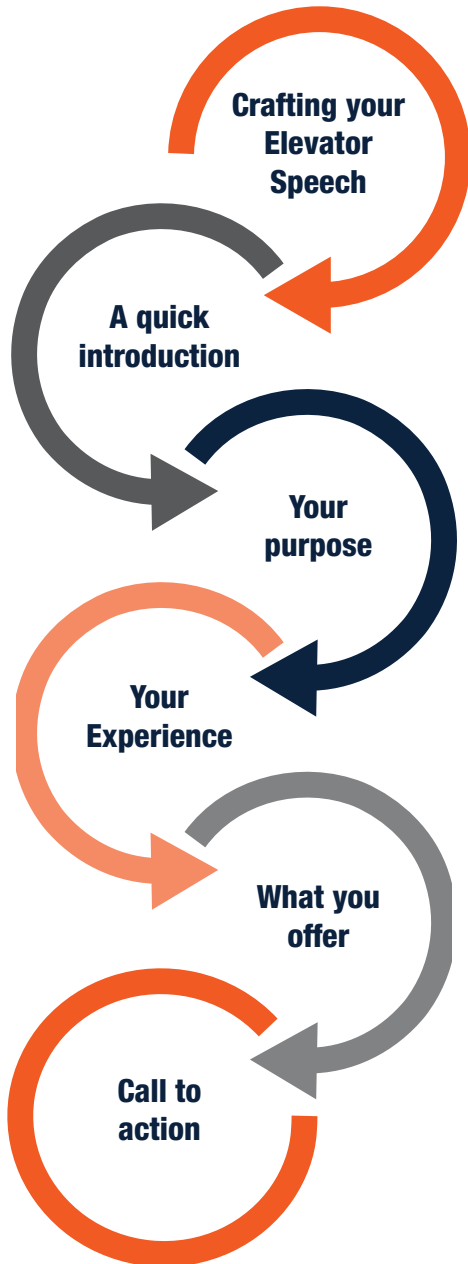


An elevator speech is a brief introduction (about 30 seconds or 150 words) that communicates who you are, your professional goals and what you have to offer a potential employer or organization.

It is your chance to present yourself in an interesting and memorable way. Since it is your first opportunity to make a lasting first impression, it is important to take time to craft a memorable speech that showcases your unique skills and purpose.



### ELEVATOR SPEECH “QUICK” FORMULA

To begin, ask yourself, what am I trying to achieve with this elevator speech? Then, begin to write your speech.

1. **Begin with an introduction.** My name is \_\_\_\_\_. I am a student at UTSA College of Business majoring in \_\_\_\_\_.
2. **Write a single sentence that describes what you do or want to do.** Be specific, the key is to give some insight into both your approach and the type of value you deliver.
3. **Describe your experience and/or a skill you have developed that make you a strong candidate for the role.** Write one or two sentences that describe your experience/skills. Be specific and brief – the key is to differentiate yourself and to be memorable. Consider including:
  - **Your experience:** employment, internships, volunteer work, academic projects
  - **Your accomplishments:** awards and certifications
  - **Your strengths:** what feedback or compliments have you received on your performance or participation?
  - **Your transferable skills:** things like organization, communication, research, planning, problem-solving, human relations
  - **Your professional interests:** clubs, professional organizations
4. **Create a call to action.** To create a strong call to action, have a specific ask in mind. Consider the following questions:
  - What would you like them to do for you?
  - What are you trying to achieve ?
  - Are you trying to build your network?
  - Obtain a job or internship, learn more about a specific company?
5. **What are the questions you can expect to receive from your elevator speech?** Anticipate the questions so you can move the conversation along.

# Elevator Speech Basics

## TIPS FOR A SUCCESSFUL ELEVATOR SPEECH

### Have a purpose.

Know what your end goal is and make sure to communicate it to the listener.

### Make it memorable.

Use a story or example to capture the listener's attention.

### Sell your value.

Focus on the things that make you unique and attractive to employers.

### Be confident.

Delivering your speech with a smile and firm voice will show you are self-assured.

### Make eye contact.

Looking directly at the listener communicates your interest and confidence.

### Keep it brief.

Your speech should be succinct and focused, ideally about 30 seconds.

### Customize it.

Prepare speeches for different audiences and different situations.

### Use simple language.

Avoid acronyms or jargon that your listener may not understand.

“ Hi, my name is **Maria Garcia** I'm a masters student at UTSA studying **Data Analytics**. I became interested in **big data at a national security case competition**. I participate in **research projects with my professors**, where I have used **Python and Tableau**. My long term goal is to **help organizations manage their data assets and find the best ways to surface insights from the data**. Do you have any advice for me? ”

“ I'm **Jaxon Smith** a current **UTSA Master's of Business student** with a bachelor's degree in **English**. I work as a freelance copywriter for local businesses and nonprofits, and a movie critic for the *Huffington Post*. My recent review of **The Favorite** received **52,000 shares on Twitter**. Perhaps you've come across it? I'm looking to **transition this experience to use in a marketing department**, do you have any positions in your company that might fit my expertise? ”

### Make every word count.

Revise your speech several times to take out words you don't need.

### Focus on what you can offer.

An employer wants to know what you can do to help them.

### Pace yourself.

Take time to breathe and don't talk too fast or too slow.

### Stay focused.

Know what you plan to say and stay on track. Don't ramble.

### Practice your speech.

It shouldn't sound memorized, but it should sound effortless.

### Keep your speech current.

Update your speech to include recent accomplishments and experience.

### Do your research.

Investigate which skills are valuable in your field and incorporate them in your speech if possible.

### End with a call to action.

Ask for a business card, interview, or more information from the listener.