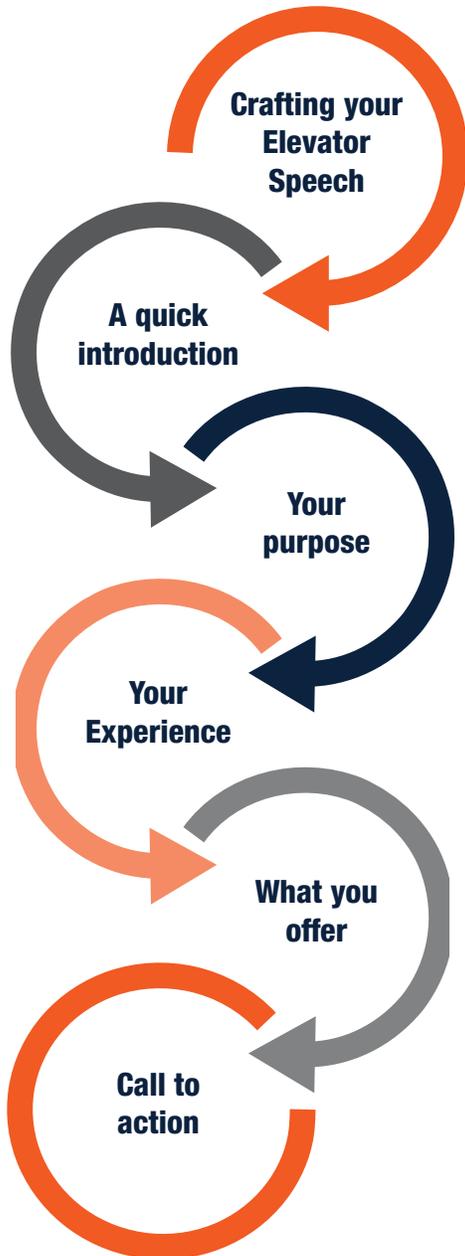


An elevator speech is a brief introduction (about 30 seconds or 150 words) that communicates who you are, your professional goals and what you have to offer a potential employer or organization.

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.

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.