

# What is an Elevator Pitch?

An **elevator pitch** is a brief, persuasive speech or summary designed to quickly and effectively communicate who you are, what you do, and what you're looking for or offering. It usually lasts 30-90 seconds - about the time it takes to ride an elevator. The goal is to capture the listener's interest, make a memorable impression, and potentially open the door to further conversation or opportunities.

## ***What should you include in your elevator pitch?***

As someone just getting started in the life sciences, your elevator pitch should emphasize your enthusiasm, transferable skills, and career aspirations.

### 5 KEY THINGS TO INCLUDE IN YOUR PITCH

#### **1 WHO YOU ARE**

Start by introducing yourself—mention your name, job title, and the company or industry you're working in. If you are a student, you should include your field of study, school, and academic year. This sets the context for the conversation.

#### **2 RELEVANT SKILLS & EXPERIENCE**

Highlight the skills you've gained through education, previous jobs, or internships that make you a valuable team member. Focus on transferable skills such as communication, problem-solving, and collaboration.

#### **3 ACHIEVEMENTS & CONTRIBUTIONS**

Mention your accomplishments or contributions in your current or past roles, such as improving a process, taking a leadership role, or working on a successful project. Students can discuss relevant experiences, like internships, research projects, or extracurricular activities.

#### **4 CAREER GOALS & ASPIRATIONS**

Share what you hope to achieve whether it's landing a job or internship, networking, or working on a particular cause. You can also mention long-term aspirations like obtaining a leadership role or earning a higher degree.

#### **5 CALL TO ACTION**

End with a request that fits the situation, such as asking for advice, requesting a networking opportunity, or a potential chance to collaborate. You can also express interest in a further conversation or meeting.

# Create Your Own Elevator Pitch

**Keep your pitch short** – remember it's called an elevator pitch because it shouldn't take longer than an elevator ride (30-60 seconds). Stay focused on what sets you apart - your skills, ambitions, and potential.

Don't forget to ***tailor your pitch to your audience*** whether they are potential mentors, future employers, or peers. For example, your experience in customer service might be more relevant if you are talking to someone who works with patients in clinical trials than someone who is in IT.

**Practice makes perfect!** The more you practice your pitch the more natural it will feel to share when you find yourself with a recruiter from your dream school or company.

## 1 INTRODUCE YOURSELF:

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## 2 LIST YOUR RELEVANT SKILLS, STRENGTHS, & EXPERIENCE:

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## 3 DESCRIBE YOUR ACHIEVEMENTS & CONTRIBUTIONS:

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## 4 SHARE YOUR POTENTIAL CAREER GOALS & ASPIRATIONS:

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## 5 SUGGEST A NEXT STEP:

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