



# Ready Reference D-20

## The Elevator Speech

### Elevator Speeches

When it comes to introducing yourself, you want to make a good first impression. This ready reference is designed to inform you on how to successfully prepare yourself for introductions or “elevator speeches” and to make a good impression doing so.

#### What is an Elevator Speech?

An Elevator Speech is a short introduction of yourself to a single person or audience that typically lasts from around 30 to 60 seconds. This speech is used for initial conversation with a new contact such as an employer.

#### Elevator Speeches are used at:

- Career Fairs
- Job Interviews
- Information Sessions
- Formal/Casual Networking Events
- Conferences

#### Important Preparation:

Identify your transferable and technical skills:

##### Consider:

- Strengths
- Skills
- Qualifications
- Accomplishments

##### Identify:

- What you have to offer
- What you can contribute
- What you are looking for
- Why you are interested in the company

#### Topics to Include:

- Name and classification
- Field or industry of interest
- Highlights of skills and qualifications
- Key strengths
- Knowledge of company
- Something unique about you
- What you are seeking

#### Elevator Speech Formula

##### Important questions to answer:

- Who am I?
- What field am I interested in?
- What is my current or past role?
- (i.e. GA, RA, TA, etc.)
- What makes me different from the competition?
- How will my skills and qualifications be of benefit to the employer contact?

##### Helpful Hints:

- Practice the delivery of your speech
- Tailor your introduction for each company/networking contact
- Create an introduction that is both memorable and sincere
- Be warm, friendly, and confident
- Project a passion for the field or industry in which you want a career
- Maintain good eye contact with the listener
- Incorporate examples to support your key points
- Pay attention to the non-verbal cues of the listener
- End with a request for a specific action

Avoid focusing just on yourself, and don't let your speech sound too rehearsed. Rushing through your speech is bad, and don't forget to include your competitive advantage!

## ELEVATOR SPEECH WORKSHEET

I AM \_\_\_\_\_  
I AM STUDYING \_\_\_\_\_ AT OKLAHOMA STATE  
UNIVERSITY.

THE INDUSTRY OF FIELD THAT I AM INTERESTED IN IS \_\_\_\_\_

I AM CURRENTLY WORKING / HAVE WORKED AS A \_\_\_\_\_  
IN THE \_\_\_\_\_ DEPARTMENT AT (ORGANIZATION) \_\_\_\_\_  
MY EXPERIENCE HAS GIVEN ME: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SOMETHING UNIQUE ABOUT ME AND/OR MY EXPERIENCES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

MY STRENGTHS AND SKILLS (Transferable and Technical): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

WHAT I CAN CONTRIBUTE TO THE COMPANY/INDUSTRY: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

WHY I AM INTERESTED IN THIS COMPANY/INDUSTRY: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_