

Graduate Career and Professional Development

Elevator Speech Basics

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, memorable way. Since it is your first opportunity to make a lasting first impression, it is important to take time to craft a 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. My Name is _____.** I am a student at **UTSA College of Business** majoring in ____.
- 2. What you do or what you want to do.** 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 would make you a strong candidate for the role you seek.** Write 1 or 2 sentences that describe your experience/skills. Be specific and brief at the same time. The key here is to differentiate yourself and to be memorable. Where should you draw from? Try these:
 - Your experience:** employment, internships, volunteer work, academic projects
 - Your accomplishments:** awards, scholarships, certifications
 - Your transferable skills:** things like organization, communication, research, planning, problem-solving, human relations
 - Your strengths:** what feedback or compliments have you received on your performance or participation?
 - Your professional interests:** clubs, professional organizations
- 4. Call to action.** What are you trying to achieve here? 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.



Need one-on-one help?

Office Hours (BB 4.01.08)

Mondays 1-2pm

Tuesdays 5-6pm

Wednesdays 9-10am

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.

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.