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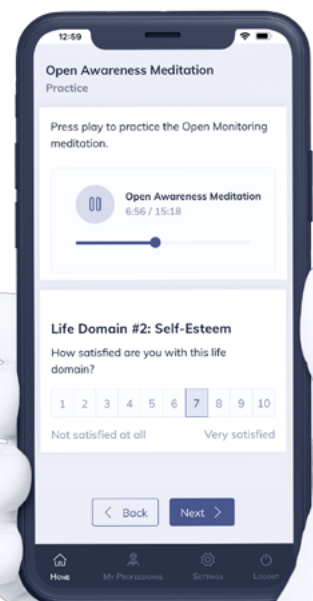
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Warm regards,



Hugo Alberts, Ph.D.
Co-Founder of Quenza





Crafting Your Elevator Pitch

Topic: Career • Type: Exercise • Duration: 15 mins



Background

The elevator pitch is a crucial tool in professional development, facilitating effective self-presentation in various contexts such as networking, interviews, and social media profiles. The concept of an elevator pitch is grounded in theories of communication and personal branding. Research indicates that first impressions are formed quickly and are difficult to change (Willis & Todorov, 2006). Therefore, a well-crafted elevator pitch can significantly impact how individuals are perceived by others.

Personal branding, as discussed by Montoya (2002), emphasizes the importance of a clear and consistent message about one's professional identity. Developing an elevator pitch aligns with the principles of personal branding by helping individuals articulate their value proposition succinctly. Furthermore, self-presentation theory suggests that individuals strategically control how they are perceived by others (Goffman, 1959), which is essential during networking and job searches.

Studies on networking behavior show that proactive networking and clear communication of one's skills and goals are positively associated with career success (Forret & Dougherty, 2004). An elevator pitch enables individuals to communicate their career aspirations and competencies effectively, thus enhancing their professional network and opportunities.

Theories of job search behavior also underscore the importance of clarity and focus. Boswell, Zimmerman, and Swider (2012) found that job seekers who have a clear understanding of their career goals and are able to articulate them are more successful in their job search. By formulating an elevator pitch, clients can clarify their professional objectives and communicate them confidently.



Goal

The goal of this exercise is for clients to develop a clear, concise, and impactful elevator pitch that effectively summarizes their career goals, qualifications, and aspirations. This pitch will enhance their ability to network, engage in interviews, and present themselves professionally across various platforms.



Advice

- This exercise is ideal for clients who are preparing for job searches, career transitions, or networking events. It is also beneficial for those who struggle with self-presentation or lack confidence in articulating their professional identity.
- Clients may find it difficult to condense their experiences and aspirations into a brief pitch. Encourage them to focus on the most relevant and impactful information. Offer reassurance that it's okay to refine and revise their pitch multiple times.
- Assist clients in identifying their core strengths and career goals through guided reflection and discussion. Use probing questions to help them uncover what they truly value and aspire to achieve in their careers.
- Advise clients to practice their elevator pitch regularly, both alone and with others. This helps build confidence and ensures they can deliver their pitch smoothly in real-life situations.
- Offer specific feedback on the content and delivery of the elevator pitch. Highlight areas of strength and suggest improvements to ensure clarity, brevity, and impact.
- Remind clients that their elevator pitch can and should be tailored to different audiences and contexts. Encourage them to remain flexible and adjust their pitch as needed to suit various professional interactions.
- Follow up with clients to review and refine their elevator pitch over time. As their career progresses, their pitch may need to evolve to reflect new experiences and goals.



References

- Boswell, W. R., Zimmerman, R. D., & Swider, B. W. (2012). Employee job search: Toward an understanding of search context and search objectives. *Journal of Management*, 38(1), 129-163.
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- Goffman, E. (1959). *The presentation of self in everyday life*. Doubleday.
- Montoya, P. (2002). *The personal branding phenomenon*. Personal Branding Press.
- Willis, J., & Todorov, A. (2006). First impressions: Making up your mind after a 100-ms exposure to a face. *Psychological Science*, 17(7), 592-598.

Crafting Your Elevator Pitch

Introduction

An elevator pitch is a brief introduction that summarizes key career-related information, designed to be shared in about 30 seconds—roughly the duration of an elevator ride. It's useful for networking, interviews, cover letters, and social media profiles. It's essentially your answer to "Tell me about yourself." While this answer will change depending on who you're talking to, having a general version ready will help you deliver a strong, concise summary of yourself.

In this exercise, you will create your own elevator pitch using the Who-What-Where approach. You will:

1. **Identify who you are** by stating your name and describing your job or career goals.
2. **Highlight your skills** by summarizing your main qualifications and strengths in one sentence.
3. **Clarify your career goals** by expressing where you want to work and including a relevant request if appropriate.

By the end of this exercise, you'll have a clear, memorable pitch that you can use in various professional situations to introduce yourself effectively.

Creating Your Elevator Pitch

1. Who Are You?

Start with your name and add a description of your job or career goals. This is your opportunity to make a strong first impression. Keep it clear and to the point.

Example:

"My name is Elizabeth, and I'm a psychologist specializing in career counseling."

or

"My name is Elizabeth, and I'm dedicated to helping people find their dream careers."

Your Turn:

Fill in the blanks below:

My name is:	
and I'm:	

2. What Are Your Skills?

Describe your main qualifications and strengths in one sentence. Highlight what makes you stand out. If you're new to a field, focus on your education and passion.

Example:

"My strengths include dual-practice licenses and over a decade of experience, with expertise in empathy and building strong client relationships."

or

"My strengths include a bachelor's degree and two years of experience, with a passion for helping those in crisis using empathy and nonjudgment."

Your Turn:

Fill in the blanks below:

My strengths
include

3. Where Do You Want to Work?

Include a sentence about your career goals. Be specific about what you're looking for, and if appropriate, add a request. This shows that you are proactive and clear about your aspirations.

Example:

"I'm looking for a job where I can use my counseling skills."

or

"If you know anyone looking for a caring helper, please let me know,"

or

"If your company is hiring, I'd be thrilled to work here."

Your Turn:

Fill in the blanks below:

I'm looking for

If	
then please	

Putting It All Together

Now you have all the parts for a strong elevator pitch! Combine your answers to the three questions and memorize this pitch so you can share it quickly and easily in all your future career encounters.

Example:

"My name is Elizabeth, and I'm a psychologist specializing in career counseling. My strengths include dual-practice licenses and over a decade of experience, with expertise in empathy and building strong client relationships. I'm looking for a job where I can use my counseling skills. If your company is hiring, I'd be thrilled to work here."

Your Turn:

Combine your answers below:

--

Practice and Refine

By following the advice below, you'll be prepared to make a great impression in any professional situation:

Practice Regularly

Recite your elevator pitch until it feels natural. The more you practice, the more confident you will become.

Seek Feedback

Share your pitch with friends, family, or mentors and ask for their feedback. Make adjustments based on their suggestions.

Stay Flexible

Tailor your pitch to different situations and audiences. The core message should remain the same, but slight modifications can make it more relevant to the listener.

End of Exercise

Congratulations on crafting your elevator pitch!

The key to a successful elevator pitch is practice and adaptability. Regularly review and adjust your pitch as your career evolves, and don't hesitate to seek feedback from trusted colleagues or mentors. By doing so, you'll ensure your pitch remains relevant and impactful.

Use your elevator pitch confidently in networking events, interviews, and even casual conversations. It's your tool to clearly communicate who you are, what you bring to the table, and where you want to go.