

Core Message Statement/"Elevator Pitch"

<http://www.mcw.edu/VirtualCareerCenter/JobSearch/CoreMessageStatementElevatorPitch.htm#UHEWAkiEaA>

A short spoken statement (30-second mini-abstract) about you that lets people know who you are, what you do well, and what you are looking for. In your own authentic voice, it is a well-prepared answer to the questions, "Tell me a little bit about yourself," or "So, what do you do?"

Basic Template for Your Core Message ("Pitch"):

Who you are:

My name is _____. I am
a(n) _____

(Tip - This can be your actual job title or a descriptive term for your occupation. Examples include biologist, research scientist, microbiologist, biochemist, etc.)

Specializing in _____.

(Tip - This is a short phrase that makes your title or occupation more specific)

What you do:

(Tip - Write a single sentence that describes what you do. For example, "I work with... and discover mechanisms that ..." Try to be specific so that people can really picture what you mean.)

Why you're the best, unique, talented; or what you do especially well (Skills):

(Tip - Write a sentence that expresses your best strength(s). For example, "My cutting-edge techniques and collaboration with other researchers allows me to ..." Provide a concrete example of something that sets you apart from others in your field.)

What contributions (values added) are you looking to make:

(Tip - Tell what you are looking for, in terms of what problems you will solve for the employer or for the world. For example, "I'm looking to continue research to discover new ..., make breakthroughs in ..., provide results that can lead to cures for...") _____

How and When to Use Your Core Message Statement ("Pitch"):

- **In an informal social setting:** A way to introduce yourself or to start a conversation, or to answer such a question as, "Now tell me again, what the heck is it that you do?"
- **At a networking meeting, conference, workshop, etc.:** Approaching a referral, target author or presenter, target lab director, new potential colleague . . .
- **In the job interview (on telephone or in person):** "So, John, tell me a little bit about yourself." If you have done your homework, you will know what kinds of things to highlight. If you haven't done your homework, you can still try a basic statement, or you can attempt to ask them about their particular needs and interests before you launch your pitch, and then try to address their needs and interests. Think about what you want them to say about you when you are gone.
- **In your letter of introduction or cover letter:** It can provide an excellent basis for your second paragraph.
- **As an introduction for a presentation, workshop, class, or speech that you are giving**

Helpful Hints:

Develop your core message statement/ "pitch" quickly by writing it out first, and then talking it out. Make adjustments until it sounds and feels right for you.

You may develop several different pitches in order to address specific situations and specific targets.

Practice out loud in front of a mirror, in the shower, or in the car. Practice with friends and colleagues.

A positive core message statement ("pitch") will enhance your professional presence and stature, boost your self-confidence, and reduce your anxiety. It helps you establish your identity as a professional, and it opens doors for connection and collaboration.

Take the initiative. Make eye contact. Smile. You belong here. You have much to contribute.

3-Part Formula for a Successful Elevator Pitch

<http://www.jeffhendricksondesign.com/how-to-give-a-good-elevator-pitch-example/>

- 1. Ask a question** – “Do you know how millions of people search google every day using keywords to find what they are looking for?”
- 2. Say what it is you do** – “Well what I do is help business owners get their website ranked in the top position on google for keywords people would use to find their business online.”
- 3. List the main benefit you give** – “This helps increase their revenue by bringing targeted leads directly to them.”

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"Giving an Elevator Speech" Workshop Recap

By Brenda Kostecky, PhD

<https://science.nichd.nih.gov/confluence/pages/viewpage.action?pageId=54657150>

Dr. Mals Marriappan offers his own elevator speech at: Mals_elevator speech.mp3.

NICHD workshop: "Giving an Elevator Speech" workshop presented by The Morgan Group.

What is an elevator speech?

The scenario envisioned for an elevator speech is the following: you step into an elevator and unexpectedly come face-to-face with NIH Director Francis Collins, Nobel laureate Elizabeth Blackburn, or [insert your professional hero here]. What do you say to this person while you have their undivided attention for two minutes in that elevator?

Why do I need an elevator speech?

The elevator speech is intended to introduce yourself and to convince the audience that your work contains mutually interesting and relevant scientific issues. The elevator speech is an important part of a scientist's networking toolbox and thorough preparation of a speech is well worth the effort. Although initially envisioned for encounters in an elevator, the elevator speech can be used when you meet someone new on campus, at a conference, or during an

interview. The elevator speech can also be used as an introduction to talks and poster presentations.

How do I prepare an elevator speech?

First, seek common ground with your audience and highlight the scientific issues that are relevant to both of you. Remember that in an interview talk, the entire faculty may be invited and each attendee could get a vote. It may be important to convince epidemiologists, clinicians, and biochemists that your work is relevant to all of them. Second, explain what you focus on and why, getting more specific as you go. Finally, explain how you intend to accomplish your goals. What are the most logical solutions to the problem you've outlined? **...The speech will change slightly depending on the circumstances and can be made more fluid by practicing often.**

Elevator speech

12-second speech

[Summarize in one simple sentence what your company does or provides.]

Example: We provide the highest quality widgets that money can buy.]

[Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.]

Example: Our widgets perform five important tasks, which are ...]

30-second speech

[Summarize in a few simple sentences what your company does or provides.]

Example: We provide the highest-quality widgets that money can buy. Our widgets come in a wide range of models, including the latest deluxe turbo-charged model.]

[Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.]

Example: Our widgets perform five important tasks, which are ...]

[Briefly state your company's qualifications.]

Example: We've been creating high-quality widgets for more than 100 years.]

[Describe your company's goals or objectives, or both.]

Example: We aim to sell more widgets than any other company in the United States.]

3-minute speech

[Summarize in one simple sentence what your company does or provides.]

Example: We provide the highest-quality widgets that money can buy.]

[Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.]

Example: Our widgets perform five important tasks, which are ...]

[Briefly state your company's qualifications.]

Example: We've been creating high-quality widgets for more than 100 years.]

[Identify your company's mission in one sentence.]

Example: Contoso, Ltd. wants to improve the quality of people's lives by providing the highest-quality widgets to every person in the world.]

[Describe your company's goals or objectives, or both.]

Example: We aim to sell more widgets than any other company in the United States.]

[Give an example of a successful outcome from the sale of your product.]

Example: We provided the widgets that built the Empire State Building.]

Further resources:

<http://blogs.hbr.org/dowling/2009/05/how-to-perfect-an-elevator-pit.html> TIPS FOR PRESENTING YOUR PITCH

http://graduateschool.nd.edu/assets/32665/elevator_pitch_presentation.pdf STEP-BY-STEP PREP FOR A RESEARCH PITCH

http://www.walshjesuit.org/s/261/images/editor_documents/Career%20Support%20Initiative/CSI_Networking_Scripts.pdf SEVERAL VERSIONS OF SCRIPTS