

# The 30 Second Elevator Speech

An elevator speech is a clear, brief message or "commercial" about you. It communicates who you are, what you're looking for and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator. (The idea behind having an elevator speech is that you're prepared to say what you can do for a company in 30 seconds or less.)

## HOW DO YOU DO IT

9. Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

## CALL FOR ACTION

What information might you include in your elevator speech for a career fair? Consider sharing your name, year in school, major skills and career goals. Include personal information only if it is relevant to the work for which you are applying. Here are some examples to help you get started developing your 30 second elevator speech.

**Examples:**

Hi, my name is Samantha Atcheson, and I am a senior Environmental Sciences major. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years, I've been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. Eventually, I'd like develop education programs on water conservation awaren

Similarly, in a job-hunting situation, the listener's tacit question may be "Why should I (or any employer) hire you?"