

Exercise - Tool #4: Networking Skills – Constructing Your Elevator Speech

⇒ Write down short answers to the following questions. Remember, you want to answer these questions in a coherent way that highlights your potential *in 30 seconds*. Stick to the basics. Avoid elaborate embellishments. You can always fill in details if the conversation continues.

Informational facts about you
Who am I? (Include your name, major, and where you go to school.)
What are two relevant or interesting things that I have done recently?
What am I passionate about? What do I want to accomplish in 15 years?

⇒ Use this data to present yourself. Try arranging the facts in a few different ways until you find one that feels natural and engaging. Write the outline below. Then repeat this process for a more specific type of audience (potential employer, informational interviewee, or advisor).

General audience elevator speech (1):

Specific audience elevator speech (2):

⇒ Practice verbalizing your speech, but don't memorize it word-for-word. You want to be comfortable with the main points but flexible enough to engage in a natural conversation and adapt to the interests or background of the person with whom you are interacting. Being sincere is important.

The most important points are to transmit your passion and to make a lasting connection.