

The Elevator Speech: *A Career Snapshot*

One of the initial tasks of any job seeker is to formulate a clear picture of what he/she wants to accomplish in the job search. This picture is called an “Elevator Speech”, and comprises a brief introduction aimed at marketing one’s self. It should communicate your job search message to someone in the time it would take to ride down an elevator – 20 to 30 seconds.

Like a résumé, it is good to begin with a “Base Elevator Speech” you can customize for specific situations, such as a job interview or networking in a specific professional setting. Begin by outlining it on paper, organizing your thoughts. Key points to communicate include:

- Strengths, Abilities, and Interests
- Outline the potential benefits or value that you can bring to an organization. (Your “Unique Services or Product.”)
- Identify the type of job or career opportunity you are seeking.

Remember to carefully balance what you are looking for along with a “Client Centered Approach”, an awareness of what an employer needs.

Job Seekers with Limited Work History

1. State who you are.
2. Describe your background.
3. State an accomplishment you are most proud of or what you feel you can contribute.
4. State what you want to do next.

Here are two examples; each one is designed to best review the Job Seeker’s work history:

1. **State who you are.**

“I am Alicia Collins and am a recent graduate of Southern State Community College, with an Associate’s Degree in Respiratory Care.”

2. **Describe your background.**

“My education and clinical experiences have given me a strong basis to work with patients who have a variety of respiratory needs or ailments.”

3. **State an accomplishment you are most proud of or what you feel you can contribute.**

“While I am a good student, I am most proud of the work I did with [geriatric] patients during my clinical work - putting them at ease and helping them to maintain their focus on their recovery goals.” (Substitute area appropriate to work or population served.)

4. **State what you want to do next.**

“My career goals include working with older patients, providing respiratory therapy needs and in time finding ways to enhance the delivery of such services through listening to and tracking patient’s needs and concerns.”

Job Seekers with Work History

1. State who you are.
2. Describe your background - most recent position and major responsibilities..
3. State an accomplishment you are most proud of from your previous position.
4. Give your reason for leaving the company.
5. Describe the target of your job search.

1. **State who you are.**

"I am Kathy Eggleston and a recent graduate of Southern State in Business Administration. My particular area of interest is leveraging employee motivation to improve morale and productivity."

2. **Describe your background - most recent position and major responsibilities.**

"I worked for the past several years at Calmax, Inc., my last position being that of Assembly Shift Supervisor. This position required ensuring a safe work environment along with providing associates the guidance and resources necessary to meet and exceed quality and production standards."

3. **State an accomplishment you are most proud of from your previous position.**

"The shift's morale had declined over the previous two years and I was able to make some substantial improvements through the use of positive communications and participative management techniques. Indicators of improvement were the self-report of associates and consistent production runs."

4. **Give your reason for leaving the company.**

"Unfortunately the plant was closed, and all production was consolidated with a sister plant in Mexico."

5. **Describe the target of your job search.**

"I would like to work in a manufacturing or logistics position allowing me to meet organizational goals while maximizing employee motivation and potential."



A well-conceived and focused Elevator Speech will be one of your most valuable networking tools: