

# Introducing Yourself

## The 'Elevator Pitch'

*Whether or not you are looking for a job right now, it is good to have a short introductory speech ready to describe you and what kind of work you would like.*

The 'Elevator Pitch' is a short introductory speech that lasts between 30 and 60 seconds that tells someone about your skills, expertise, and the kind of work you want. Meeting someone in your industry and introducing yourself can be a bit scary, so preparing what you will say in those first thirty seconds will make sure you are less nervous and make a positive impression. Hopefully, they will want to employ you, or they will know someone who might. People call this an 'elevator pitch' (imagine getting into an elevator at the ground floor with someone important in the company, and you want to make the most of the ride to the top floor to get them to notice you).

### Things you can talk about include

- > Your current or most recent course
- > Work skills and expertise
- > Specialist knowledge
- > Things you have done that are particularly impressive or interesting
- > The kind of work you are looking for
- > The kind of organisation you would like to work in.

### Other things to consider:

- > Your elevator pitch must tell a good story, and contain enough interesting information so that the person you are talking to will want to know more.
- > Your tone of voice is just as important as what you say, make sure yours is friendly – practise smiling while you talk.
- > The more specific the information you provide, the easier it is for the person listening to know exactly what you want, but this might mean you miss out on other opportunities.

- > Don't think too far into the future, just focus on the next step. Be realistic in your ambition: what kind of job can you reasonably expect to get?

---

#### EXAMPLE:

*"Hi, my name is Georgie Cole. I grew up on a farm that provided geese, ducks and chickens to local and interstate markets and my mother cooked the most amazing dishes using our poultry for her own Bed and Breakfast. I got to serve the guests and that's what got me interested in hospitality. So, after I finished school I came to the city and learned all about the industry. My course at William Angliss has taught me so much about restaurant management and I am ready to embark on my career. I am keen to work in fine dining, perhaps in a large hotel or a restaurant with international standing. I can just see myself setting up special spaces for celebrations, or maybe, as I speak Japanese fluently, I will be providing service to a group powerful Japanese business people or a wedding party to make sure they have the best experience possible."*

---

### Before you practice your own elevator pitch, think about these things

- > How you will introduce yourself – what name do you like people to call you?
- > What is special about you: where you came from, early experiences?
- > Who are the people who have influenced you, and why?
- > What course or courses have you done that fit with your career goals?
- > What kind of job do you want?
- > What kind of place do you want to work in?
- > What is something special and interesting about you?

Information also available on <http://careers.angliss.edu.au>

**Disclaimer:** This information is provided to students to assist with their career and employment goals. It is correct at the time of writing (December 2013), but may change without notice and may not be appropriate in all situations; therefore readers are advised to use this information as guidance rather than fact. William Angliss Institute and the Careers and Employment Service accept no liability for the content of this information, or for the consequences of any actions taken on the basis of the information provided.