

Devising Your 30-Second Elevator Pitch

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Conversation Starter

1. INTRODUCTION

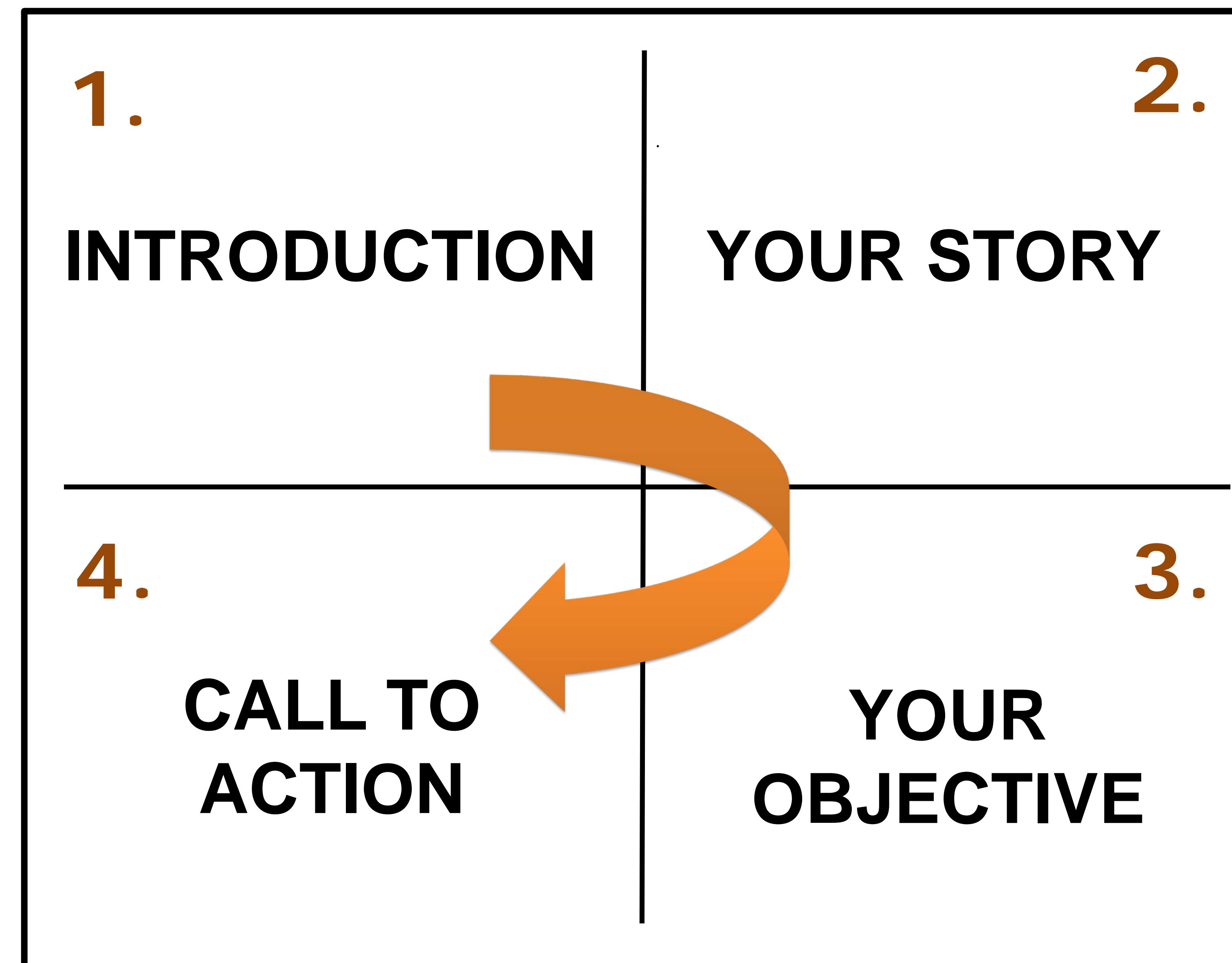
- Attention getter to start the conversation
- Identify yourself with brief detail.
 - Name, Title, Role, Degree, etc.

E.g. "I enjoyed your recent presentation..."
 "I am NAME, Professor of _____, Vice Dean for _____ at the UT institution where and which School."

4. CALL TO ACTION

- What you want from this particular interaction.
 - Goal changes depending on the situation.

E.g. "With your experience and recognition as an expert, you seem to be the perfect person to advise me. Could I email you to set up a meeting soon?"



2. YOUR STORY

- Start with a sentence about your 'WHY' i.e. your strengths - Purpose, Passion, Interest, Belief
- How you will contribute? Give key examples of your experience and strengths.

E.g. "I am dedicated to research in _____, and my developing expertise has made me a frequently invited reviewer for 5 academic journals."

3. YOUR OBJECTIVE

- What are you looking for?
- What is your goal?

E.g. "I feel I can contribute even more to science in this way, so I am interested in speaking with you about the next steps toward serving on an editorial board."

TIPS

DO YOUR RESEARCH – Investigate which skills are valuable in your field and incorporate them into your elevator pitch when possible. Know your audience. Make a connection!

USE SIMPLE LANGUAGE – Avoid acronyms (ex. UTHSCSA) or jargon that the listener may not understand.

MAKE EVERY WORD COUNT – Revise your speech to include recent accomplishments and experience.

CUSTOMIZE IT – Prepare speeches for different audiences and situations.

BE ENTHUSIASTIC! BE CONFIDENT! – Be prepared to be flexible and adapt to situations.

BE PREPARED & PRACTICE...PRACTICE...PRACTICE – Practice in front of a mirror, in the elevator, in the car...and with a strict time limit.

