



INTERVIEW SKILLS WORKSHOP

PREP MATERIALS – DEVELOPING YOUR ELEVATOR SPEECH

During a job search, you should always be ready to introduce yourself to a recruiter, hiring manager, or company representative and highlight your education, training, skills, and experience that align with their organization and position of interest. When done correctly, this short introduction can generate interest which helps lead to an employment opportunity.

We'll discuss the importance of your elevator speech in our workshop and provide an opportunity for you to deliver a short introduction which is aligned to your ideal position.

In preparation for this portion of the workshop, here are some ideas to consider when developing your elevator speech or a short professional introduction:

- Know yourself – highlight strengths and experiences that are most important and relevant.
- Align yourself to their needs – think about what's important to them and be clear about what you can bring to their organization. Don't generalize and say you can do anything required. Be specific about your qualifications which align to their needs and highlight these up-front.
- Use your full name – introduce yourself by saying your first name, followed by a pause, then your first and last name. This technique helps them remember your name, which is important.
- Keep it professional – stay focused on professional contributions and connections at this point. If they're interested, you can highlight and leverage any personal connections later in the same conversation or in subsequent exchanges during the hiring process.
- Don't use military terms, acronyms or jargon – it's important to use language and terms they understand. Translate your military experiences to fit the part of a civilian employee.
- Be ready for a response – be conversational and adjust based upon questions or comments.
- Practice your elevator speech – make sure your delivery is smooth, sincere, and convincing.