



Elevator Pitch

Present Yourself in Less Than 2 Minutes!


With Olivier Caudron

What Is the Elevator Pitch?

- Is a brief introduction of yourself in 90 seconds max
- Is the answer to “What do you do?”
- Is the answer to “Tell us about yourself”
- Is the first step in a successful competence based interview

Where Does It Come from?

- New York, in the 90s
- Is credited to Ilene Rosenzweig (Fashion Editor) and Michael Caruso (Magazine Editor)
- Comes from a scenario of an accidental meeting with someone important in the elevator.



Why "Pitch"?

- *v. tr.*
 - To throw, usually with careful aim.
- *v. intr.*
 - To throw or toss something, such as a ball, horseshoe, or bale.
- **n. Informal**
 - **a.** A line of talk designed to persuade
 - **b.** An advertisement.

When Is It Useful?

- Networking events
- Interviews
- Friends meetings
- Family meetings
- Meeting someone important in the elevator



1°: The Beginning

• This is the Past

- What is your background?
- What are your different paths?
- Where have you been?

Eventually add a « bridge » to next step

2°: The Middle

• This is the Present

- What is your area of expertise?
- What are you good at?
- What makes you special?

3°: The End

• This is the Future

- What you want or What you are looking for
- What you can do for the person your are talking to? How you can help him/her?
(a common ground, offer solutions)

Let's Build Your Elevator Pitch



Your "The Beginning"

Write down now:

- Your first and last names
- What your Past is :
 - Your background
 - Your professional paths

Your "The Middle"

Write down now:

- Your area of expertise
- What you are good at
- What makes you special

Your "The End"

Write down now:

- What you are looking for
- How you help (your clients, customers, the company, the person you are talking to)

Let's Practice!



Remember!!!

- Be brief
- "Pitch" your purpose
- Think of your speech as a short story
- Think of your speech as a success
- Write your speech down
- Memorize it
- Practice, practice, practice
 - Alone in a room
 - Front of a mirror
 - While walking in the street
 - With a friend

Important!

- Learn by heart your Elevator Pitch following the structure as given during the seminar.
- Once you will have memorized it, you will be able to juggle with the content.
- As much as possible, always start by the "Beginning" section when somebody ask you what you do, even if that seems unusual.

Need Help? Want to Go Further?

You may contact me at:

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All my best wishes to you!

Thank you.

Olivier
