

CAREER AND LIFE PLANNING EXERCISE



AIM

Creating and Using an Elevator Speech

The elevator
speech. Make it your
"ace in the hole!"

Creating and Using an Elevator Speech

Learn how to distinguish yourself in multiple environments and when every moment counts with an effective elevator speech.

Objectives:

By the end of this exercise the participant/candidate will be able to:

- **Create effective elevator speech (or pitch) for various settings and applications.**
 - ✓ The participant/candidate will learn the components of an elevator speech/pitch.
 - ✓ The participant/candidate will learn to develop or customize their elevator speech/pitch to utilize in various professional and social settings and applications.
- **Develop and demonstrate proficiency in delivering elevator speech/pitch through rehearsal and delivery opportunities.**
 - ✓ The participant/candidate will learn to utilize ideas and/or prompts to be able to speak "conversationally" to their key message and hook in their delivery through rehearsal and/or recording.
 - ✓ The participant/candidate will learn to refine and deliver their message in ≤ 30 seconds through rehearsal and/or recording.



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How to Use This Tool:

1. Review the *Elements of an Elevator Speech* and their corresponding *Tips*.
2. Identify 2-3 key facts that will be communicated through the various elements of your speech and formulates your key message.
3. Use the *Compose Your Speech* worksheet to draft your message. Remember the speech should sound conversational and natural
4. Rehearse your ability to deliver your message in ≤ 30 seconds.
5. Remember that elevator speeches/pitches are not "one size fits all." Craft them for different situations and audiences.
6. Review Sample Physician Elevator Speech by click the below link.

TITLE	RESOURCE NO.
Sample Physician Elevator Speech	S-09



Creating and Using and Elevator Speech

Overview:

Communicate a concise description of your interests, qualifications and goals in about 30 seconds (approximately the length of an elevator ride). Get to the point quickly identifying your unique position/proposition (UP) about why you over others; leave the listener wanting to know more. The speech/pitch should be developed, practiced and perfected, but should sound conversational not canned. While it is short, it shouldn't seem rushed.

Develop several variations depending on the situation, such as networking, interviewing, career fairs, or casual social encounters. Don't forget to develop a closing speech/pitch that should include an action request (a business card, an additional meeting, an interview, follow-up communications, etc.) that can be used at the "goodbye".

Elements of an Elevator Speech	Tips
1. Set the stage by introducing yourself.	<ul style="list-style-type: none">• What is your career interest? Be creative and think about it from the listener's perspective. (How will you meet their needs?)• What would the audience most want to know?• Employers usually are interested in motivated people with talents that can help them.
2. Decide on a key message.	<ul style="list-style-type: none">• What special strength do you offer?• How are you different?• In a few words, set yourself apart and communicate your value.
3. Use emotion.	<ul style="list-style-type: none">• Be energetic or even passionate.• What excites YOU about your career?• Use action words and avoid jargon.• Smile!
4. Talk about how you could benefit an employer.	<ul style="list-style-type: none">• Tailor your message to the situation and opportunity.• Emphasize different strengths if interviewing for a family practice, hospital setting, academic position, or large versus small practice.
5. Use a "hook" to make it memorable and extend the conversation.	<ul style="list-style-type: none">• Compliment the employer or interviewer.• Hand out a CV and/or cover letter.• Try to exchange email addresses, phone numbers, or social media links.



Creating and Using an Elevator Speech

EXERCISE-Compose Your Speech

Write down the message points under each of the five elements, then combine them, polish them, and practice, practice, practice!

1. Setting the stage:

2. Key message:

3. Use emotion (Focus on action words)



Creating and Using an Elevator Speech

EXERCISE-Continued

4. How will I benefit my employer:

5. Use a hook:

More Tips and Suggestions:

- Write out your finished speech.
- Practice saying it several times. Keep it conversational!
- Don't memorize it. Focus on the ideas, not the words, to avoid blanking out.
- Consider recording your speech so you can hear what it sounds like.
- Avoid having too many major points; consider narrowing the major theme to keep the speech at 30 seconds. Focus on your unique position/proposition.
- Make it short, informative, and interesting so that a prospective client will want to know more!

