

Hampton University Career Center

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Elevator Speech

An elevator speech is a short description of your knowledge, background, expertise, and credentials. The speech is done in a way that listeners understand in a short period of time who you are, how you will benefit a company/organization, and why you are a great fit for the position. The elevator speech usually lasts 30 seconds. That means you may only have 30 seconds to be compelling, interesting, and memorable.

Elevator speeches can be used, for example, at career fairs, networking events, information sessions, coffee chats, in an elevator, in a LinkedIn biography, or in any other similar setting. This speech also may be used to pitch a new idea to a supervisor.

Writing an Elevator Speech

Step 1: Know your goal

Do you want to share an idea? Are you looking for a job or an internship? Once you identify what your goal is, you are ready to get started.

Step 2: Give some background

Introduce yourself, explain what you do, your background, and what assets or skills you possess.

Think: “What do I want the audience to remember about me?”

Step 3: Identify what makes you or your idea unique

What can you offer that is different to your competitors?

Research: Know your competitors and distinguish yourself from them and/or your idea from theirs.

Step 4: Engage

Engage your audience with an open ended question to encourage dialogue.

Note: Be prepared to answer questions if your audience has any

Step 5: Practice

Once speech is complete, and now it's time to practice. Take out anything that does not make an impact. Using this template, create multiple versions for different settings or audiences.

Suggestion: Practice your elevator speech in the mirror or with another person and time yourself. You only have 30 seconds!

Example Elevator Speech

Hi, my name Gray Day. I am a senior Pharmaceutical Science major at Hampton University. I am looking for a position that will allow me to use my formulation development and analytical skills. Over the last few semesters, I have been strengthening these skills through my coursework and internships. During my internship last summer, I and a group of senior management presented an innovative idea to stakeholders, which helped me develop my research and presentation skills. I understand your organization is a leader among companies looking to reinvent the industry, and I would love to a part of that initiative. What opportunities do you have or foresee for upcoming graduates?