Elevator Pitch – your idea, in 1 minute

• What?
• Why?
• How?
• Do
What is an elevator pitch?

• A brief, persuasive speech that summarises *what you do* or *what you want*
  • *Pitch* typically means you *want* something, but let’s broaden up
  • Brief means 20-60 s
  • Persuasive means interesting, accessible
  • Accessible means the person has to understand it – make it simple or complex, depending on the context

• You are multi-faceted...
  • You might have a number of elevator pitches – work (boss), work (client), personal, *approached* vs *approaching*...
  • Choosing the correct one is context sensitive
  • Choosing the complexity is context sensitive
Why would you have an Elevator Pitch?

• Why communicate?
• You meet someone briefly (e.g. in an elevator) and you want to impress them
• They might be the Vice Chancellor, a client, a friend, a potential partner, an ex-partner, a family member
• You might approach each other, for work or personal reasons
• If they approach you, they might ask something like;
  • “What do you do?” or “Tell me about yourself”
  • “Where are you working” or “Where are you these days?”
  • “What have you been doing since I last saw you?”
How to make an Elevator Pitch

• First impressions matter - what do you want that person to remember about you?

• Don’t undersell yourself – this is your big opportunity and you may never see the person again

• Don’t oversell yourself - you have to be confident, but not sound like a tosser

• In general;
  • If approached, describe yourself & finish with a question. “How about you?”
  • If approaching, describe yourself and how you can help solve one of their problems
  • Either way, take it back to them
Elevator Pitch – OK, let’s do one! Approached #1

- **Question** – the VC walks up to you and says “What do you do at Macquarie?”
- **Context** – definitely professional (keep it light), also social perhaps
- **What do you hope to achieve** – Reaffirm your role, state your importance in it, maybe get an outcome you want
- **Pitch** – “I’m an environmental science student working in river management. I look at how diffusion of air into river water affects fish survival in urban streams. But I’m also a state-level gymnast. Actually I’ve been meaning to contact you as Macquarie could really do with some new gym equipment.”
Elevator Pitch – Approached #2

• **Question** – at a school reunion, or the pub, someone (everyone) walks up and asks “So, what do you do?”

• **Context** – social, professional (keep it light)

• **What do you hope to achieve** – Catch up, have a conversation (or get rid of them!)

• **Pitch** – Reunion: “I look after rivers with a big engineering consultant. And since I saw you last, I’ve taken up netball and it took a few years but now I’m pretty good. How about you, what have you been doing?”

  – Pub: “I look after rivers with an engineering firm in North Sydney. But I’m also a pretty good netball player. How about you?”
Elevator Pitch – Approaching #1

- **Question** – at a conference, you see a potential employer from a great company. You walk up to them, and...
- **Context** – Professional (keep it light at first)
- **What do you hope to achieve** – Employment and networking for yourself
- **Pitch** – “Hi, I’m Damian Gore¹,². I’m an environmental scientist specialising in river management, and I was hoping to talk with you about future employment opportunities with (company). I hear you might need specialists in bank erosion. Would you have the time to talk with me?”

¹ Offer to shake their hand
² Have a business card ready
Elevator Pitch – Approaching #2

• **Question** – at a conference, you see a potential client that could help your company (and vice versa). You want to make a contact, so you walk up to them, and...

• **Context** – Professional (can be detailed), workplace

• **What do you hope to achieve** – Business for your firm, networking for yourself

• **Pitch** – “Hi, I’m Damian Gore\(^1,\ \)\(^2\). I work at Arcadis in PFOS remediation. We’re working with some innovative methods using PRB for plume treatment I thought you may be interested in.”

1. Offer to shake their hand
2. Have a business card ready
Elevator Pitch – some thoughts

• You may be nervous – but **be confident**, slow down, and try to smile!

• Have a trick to **remember their name** – repeat it, associate it with someone you know or someone famous

• Make sure you **bring it back to them** – Is being a Vice Chancellor challenging? How did you get into PFOS treatment? **How about you?**

• **Drop the jargon**, unless you know they’re in the same business as you

• **Practise it!** If you write it out, make sure you say it aloud so it’s not stilted