



## *TIP SHEET*

# **INCLUDING YOUR ELEVATOR PITCH IN YOUR INTERVIEW**

An elevator pitch is a short, concise summary of your skills and experience that you can use to explain who you are and what you do. It's important because it helps the interviewer(s) get a sense of who you are, why you're qualified for the job, and how impressive your skills and credentials are.

Most importantly, it is designed to grab the attention of the interviewer and engage them further with you, beyond the resume by getting to know who you are, what you are good at, and why they should hire you.

***Spoiler alert, they already like you based on your resume, but now they want to know more.***

If you create an elevator pitch and practice it, it is a helpful way to get into the zone when in the interview, as you know exactly what you plan to say when the interviewer asks their first question.

The video "Responding to Tell me About Yourself" will present you with what you need to know to successfully deliver your elevator pitch. You'll then craft your pitch step-by-step in the "Tell Me About Yourself" worksheet.

There may be instances where you use part of your elevator pitch to answer an interview question. As a best practice, memorize your elevator pitch so that you can be flexible enough to adapt it when answering a variety of questions.