ELEVATING PITCH

Who Are you?
What Do You Do?
Why Are You So Special?
What are you looking for (What are you GOING to do next?)

Building the Pitch:

My Name Is _____ And I… (What sets you apart in your expertise)
I love people (math, etc. - a quick story that lights you up to talk about)
I did that for…
And I'm looking to do even bigger things for
My Name Is _____ and it was a pleasure to meet you (hand them a card)

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Key Elements of an Elevating Elevator Speech:

1. Your Name
2. What you do (Your expertise)
3. A single professional accomplishment that makes you light up to talk about
4. What you're going to do next (what you're looking for)
5. Include an emotional hook. Passion!
6. Your Name/Business Card

Rules of Thumb

1. Keep your speech between 30-45 seconds… max
2. Your speech must be well thought out, and well-rehearsed. So well that it sounds like it's not rehearsed at all… more like part of a conversation.
3. It needs to be positive from start to finish.
4. Build a picture the average person can understand without industry or specialty jargon. Use language a 16-year-old gets.

Ideas for setting an emotional hook: (Use one or all)

1. Passion for your profession - Convey absolute joy for what you do
2. Conviction for a cause (Non-profits, helping the infirm or the elderly…)
3. A Killer accomplishment (I worked with President Reagan on his commission to…)
4. A Captivating (synopsized) story that leads them to your big finish
5. A genuine, and somewhat mischievous smile on your face throughout your pitch

Key things to avoid in your pitch:

1. ANYTHING negative (or that can be perceived as negative)
2. ANYTHING that telegraphs disgruntlement or dissatisfaction with your current job
3. Something that can be seen as arrogant
4. Anything arguable, unless the argument is universally accepted as fun

Ideas and malleable lines for your pitch…

My name is Drew Glasscock and I love making projects and programs come together…
My name is Chuck Peebles and I may be the most fortunate man you've ever met…
I may be the most uniquely qualified electrical engineer you've ever met… I take the most complicated technical issues and convey it to people in a way that gives *them* traction
I am the 5th of 5 unbroken generations of master cabinet makers – it's in my blood and I...
I solve the most significant (computer) issues you can imagine …
…confidence that has come through a couple of big life and leadership challenges.
…help Deloitte attract, motivate, and retain high caliber people in a way that will accelerate every aspect of their business process.
…build the kind of organizational integrity that will exceed the sum of your parts
…creating cohesion that draws people in and makes them want to stay.
…create a team that will move to action just because you ask them to