Elevator Pitch

An elevator pitch is essentially a short summary of where you have been, where you are, and what your goals are in terms of your professional career. It is called an elevator pitch because the length of your pitch should be about the length of a ride in the elevator: 30 seconds to two minutes.

Elevator pitches are often used at networking events, career fairs, or anywhere you are introducing yourself professionally. They are a great way to start a conversation and tell someone a little bit about yourself.

The following are key elements to focus on for your elevator pitch:
- Where you have been (past experiences, internships, jobs, involvement, etc.)
- Where you are (student at CUW, major, current position, etc.)
- What your goals are (searching for internship, career goal, etc.)

If you can, end your elevator pitch with a question, especially when using it in a one-on-one interaction with a professional with whom you are networking. It will help to start the flow of a conversation. Some examples of questions are:

- How long have you been working at ____?
- What do you like about working at ____?
- What is your background?
- What is your current position?