

# THE ELEVATOR SPEECH: YOUR 30-SECOND INTRO

The elevator speech is a helpful tool for marketing your education and experiences and starting a conversation with an employer at a career fair, during an informational interview, or at an impromptu meeting. Your introduction should be targeted to the employer, industry, and job/internship opportunity of interest. Use this guide to prepare your next elevator speech, which will improve your confidence and help you avoid an awkward situation when conveying your career interests to employers. *Tip: Practice your elevator speech by recording it then replay your speech until your introduction sounds confident and natural.*

## Sample Introduction

Hello! My name is \_\_\_\_\_, and I am a senior at The University of Texas at Austin majoring in psychology. I am interested in pursuing a career in special education and noticed a training program for college graduates interested in becoming teachers on your website. I completed a Teaching Assistant internship this semester and enjoyed the experience of helping students achieve their educational goals in a creative environment. I discovered your profile on the Texas Exes LinkedIn group and would like to speak with you about your career path and the career opportunities available within your organization and the teaching profession.

**Academics:** Academics: Discuss your university, degree, year of study, and/or relevant coursework. *Example:* I am in my third year of study at The University of Texas at Austin majoring in psychology and interested in teaching careers. I completed 6 credit hours focusing on adolescent cognitive development and recently completed a course in effective instructional methods.

**Research:** Review the employer website for information about their mission, industry and career opportunities. *Example:* While reviewing your website, I noticed your organization values creativity in the classroom and provides an extensive training program for new college graduates. I would like to learn more about the qualities and skills that helped your past program participants succeed.

**Career Goals:** Discuss the skills and experiences that you are most interested in developing through this opportunity. *Example:* I enjoy the classroom environment and I am excited to begin my career in education. I am interested in lesson plan development, gaining classroom experience, and pursuing my Texas teacher certification in the next twelve months.

**Experiences:** Focus on your most relevant experiences such as leadership roles, internships, current/past employment, volunteering and/or student organizations. *Example:* I volunteered as a Teacher's Assistant this semester, working with special education students. This experience affirmed my interest in teaching, and I discovered that my ability to problem solve and effectively communicate with children of special needs helped them succeed in the classroom.

**Skills:** Include relevant skills for the job/internship opportunity. *Example:* I can speak and write Spanish, which allows me to communicate with bilingual students. And I have honed my leadership and time management skills to help motivate others to stay on task when completing assignments.

## Your Academics:

---

---

---

## Your Research:

---

---

---

## Your Career Goals:

---

---

---

## Your Experiences/Activities:

---

---

---

## Your Skills:

---

---

---

# INFORMATIONAL INTERVIEWS

## Connect with & Learn from the Experts

Have you ever wondered how someone gets that dream job? What did that person do to be in that position? One of the best ways for you to learn about a particular job or company is to do an informational interview. Online Info: <http://goo.gl/HD5WqL>

## What is an informational interview?

An information interview is a meeting that allows you, the interviewer, to learn about a specific career or industry. Your interviewee is anyone you want to learn more about or someone who can give you an insider's scoop. Informational interviews allow you to ask those questions you've always wondered about, from a professional who is working in the field.

## How can an informational interview help?

- Determine if this is the right career field for you.
- Prepare you for a job interview by being a better informed applicant.
- Explore the variety of career paths available in that field.
- Grow your professional network with the contacts you interview.
- Build your confidence to engage in professional conversations in your field of interest.

## Informational Interview Tips

- Always make it apparent that you are there to gather information about the field/company, not to ask for a job.
- Have lots of detailed facts and research on the organization. It will help you look professional and demonstrate your interest in the field.
- Prepare specific questions. The more detailed your question, the more likely you are to get a detailed answer.
- Follow up with a personalized thank you letter (email acceptable). Show your gratitude. Be sure to proofread your letter and use complete sentences.

## Informational Interview Preparation

- 1. Complete a self-assessment:** What are your career goals? What do you want to learn from the professional you plan to interview?
- 2. Make a list of organizations/professionals:** Use LACS resources to research organizations of interest and identify contacts you would be most interested in interviewing. Connect with contacts using LinkedIn, BTT Gateway, HireUTexas and Vault.
- 3. Research the organization:** Before your informational interview, research the interviewee's company and position to show your interest. One of the best ways to research an organization is to read their website: review the employer's history, mission, current strategy, and employee profiles.
- 4. List your questions:** After conducting research, you will be able to identify a few areas about which you would like more information. Here are a few sample informational interviews questions:
  - What is a typical day like for your position?
  - What would be the most challenging aspect of working in this type of organization?
  - What is the typical career path for someone in an entry-level position here?
  - What qualities do you look for in a candidate?
  - What skills have helped new professionals get started and have success with your organization?
- 5. Set up the interview:** There are numerous ways to contact the professional you wish to interview. Emails, phone calls and via LinkedIn are all possible ways to get in contact with someone who can make the interview happen. For sample contact emails regarding informational interviews visit: <http://goo.gl/HD5WqL>