**Defining Who You Are and Where You Want to Go**

Using this worksheet, we are going to help you to write a pitch that you could deliver to future or potential employers. Like a shorter version of a mission statement, these “elevator speeches” allow you to articulate what’s important to you, where you want to go, and what you have to offer in 30 seconds or less.

**Your Values**

Circle 10-15 of the values below that you feel describe things that are of utmost importance to you in your life. These things should be at your core – you feel like it would be tough to get through life without putting these at the top of your priorities.

Accessibility Accuracy Achievement Adventure

Authenticity Autonomy Beauty Challenge

Change Cleanliness Collaboration Commitment

Communication Community Competence Compassion

Competition Cooperation Creativity Democracy

Discipline Diversity Duty Education/learning

Efficiency Empower others Equality Expression

Fame Family Faith/Spirituality Fun

Friendships Flexibility Global/International view Generosity

Helping others Intelligence Innovation Legacy

Nurturing Openness Patriotism Personal growth

Pioneer spirit Popularity Power Preservation

Prestige Privacy Prosperity/Wealth Punctuality

Rationality Recognition Rehabilitation Respect

Risk-taking Safety Security Self-reliance

Simplicity Sincerity Stability Status

Support Systemization Teamwork Tolerance

Tradition Trust Variety Wisdom

Look over your list again. Now select the top five values that you feel are most important to you.

**Creating Your Elevator Speech**

An Elevator Speech is a brief monologue that concisely describes your qualifications, strengths and accomplishments relevant to the internship, job, or project that you desire. You can utilize it in interviews, informal or formal gatherings, or presentations. Use the format below to help you generate a first draft elevator speech that you can then refine.

**Introduction**

Hello, my name is \_\_\_\_\_\_\_\_\_\_\_ and I am currently pursuing a Bachelor of Science Degree in \_\_\_\_\_\_\_\_\_\_\_. I’m looking to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Make this first part a much edited version of your vision and purpose from your mission statement. If possible, make it a “hook” to intrigue the listener and ask questions. Sometimes these sound a little corny – that’s okay. They work!*

**The Pitch**

After your introduction you want to state your personal pitch, where you get to the heart of what you want. Remember your personal pitch takes place in a conversation, so discuss your qualifications in a natural manner. It may include:

* Answers to any question the listener asks (try to be brief and move on quickly to what you want to discuss)
* What you hope to learn or accomplish through this internship or career opportunity
* Incorporate skills, values, and goals from your personal mission statement
* Poses questions to the person to get a better idea if they are the right person/company for your pitch (ex. If an employee of a dream company ask “What has been your experience working at X Company?”)
* Find out if there is an opportunity for you (“Is your organization hiring interns?”)

**Ending the Conversation Well – When and How**

Your personal pitch is hopefully just the beginning of a new networking relationship. How do you know if the conversation has reached its natural end?

* Other students are waiting to speak with the employer at the networking event
* You have made a solid connection and are ready for the next steps

Here are some tips for concluding your conversation in a professional manner:

* Express interest: “I’d like to be considered for \_\_\_\_\_\_\_.” or “I’d like to learn more about \_\_\_\_\_\_.”
* Get a business card or contact info and ask about follow-up:

             · “What would you suggest as the next step?”

              · “How do you prefer to be contacted and what is a good time frame?”

* Close and thank person. “Thank you for answering my questions and I will follow up as you suggested.”

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