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Do You Need an Elevator Pitch?

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The “Elevator Pitch” got its name as a 30-second explanation to the question “What do you do” that can be delivered in the 30-second window you’d have going up in an elevator with someone.

If you’re job-hunting, thinking about changing careers or working to be promoted, you need one!



Are you seeking a
PROMOTION
or perhaps
A NEW ROLE
in or outside your
current organization?

Take Advantage of
a COMPLIMENTARY,
NO-OBLIGATION
COACHING SESSION!

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I am an
experienced

Never miss an opportunity to promote yourself with a properly prepared elevator pitch. You never know when the opportunity will present itself to meet someone who can provide helpful information, make a worthwhile connection for you, make a referral for you or even influence others on your behalf!

My coaching clients frequently find unexpected opportunities as a result of having their elevator pitch at the ready. One of them called me one day so excited to tell me she was at a friend's party and someone she'd never met before asked her about her work. She delivered her elevator pitch and as a result, that woman emailed her the following morning with a job posting from her employer that honestly looked like it was written just for my client!

So how do you write one?

If you're looking for a new role, a job change, or a different direction altogether, then consider a three-part elevator pitch:

1. What you previously did and the wealth of skills you acquired in that role
2. What you're doing now and how you've developed
3. What you're looking for next

You may not need all of that. Here's another approach:

Talk in general terms about your most unique skills that are most pertinent to the job you are looking for.

So where do you start to prepare either approach?

1. Start with listing as many of your strengths and skills as you can think of. Pay particular attention to the things that are easiest for you. I know that sounds like the opposite of what you should pay attention to, but I have learned over and over again as a coach, that the skills that are easiest for someone are most often their superpowers. Why? Because when something is easy for you, you tend to assume that if it's easy, then everyone can do it and it's no special skill, right? WRONG! It's not easy for everyone and not everyone else can do it. It is easy for you because you are expert at it – either naturally or because you've learned it over time and you've forgotten that you actually learned it and got better at it. So pay attention to that which comes easily for you.

career coach. I work with folks early career all the way to C-Suite individuals seeking a new position or promotion, internally or externally, and those starting a new role. Let me share a little about the process I use to help you land in the RIGHT job and then start strong to show that you were the right choice!

First, I will work with you to understand and help you get clear about what you want.

Second, I am skilled at helping you uncover strengths and skills you don't recognize in yourself. I'll show you how to dig deep and raise your awareness of the value you bring to a potential employer.

Third, it's not enough to recognize your value. I will help you develop your "elevator pitch" and learn how to characterize and communicate your value, skills and strengths in ways that cause networking contacts, interviewers and hiring managers to sit up, take notice and remember you in a very positive way.

Fourth, I will show you effective ways to broaden your network and open doors.

Continually, I will be a thought partner through

2. Take your list and highlight the skills most pertinent to the next job you want. If it's people-management, for example, then focus on those skills. If it's technical, focus on that. If it's executive level, focus for example on your strategic approach to problems, your ability to take advantage of growth potential in the organization, your ability to see opportunities or to synthesize a lot of info into what's critical to the decision-making.

3. Give those skills characterization! Don't just "list" your skills like a list of desired skills on a job posting. Instead, describe your skills in terms of the results they bring. Here are three examples of a bland description vs. the "characterization":

Example 1:

I am a physician who supervises a team of researchers.

Vs.

I am a physician who gets medical researchers "unstuck" to make the critical breakthroughs.

Example 2:

I am a CFO and I prepare and explain our financial reports to our Board of Directors.

Vs.

I tell stories with financial data and synthesize it into the top three bullets decision-makers need to have and understand in order to make the critical decisions for the future of the organization.

Example 3:

I am a project manager who has the gift of asking really great questions in meetings.

Vs.

In all my years as a project manager troubleshooting complicated and chaotic situations, I focus on asking questions in meetings that drive the deeper discussions necessary to untangle messes and gain a clear focus for moving forward.

In each example, ask yourself, if you were listening to these, which of the descriptions pique your interest and leave you wanting to ask more questions of that person?

your job search or promotion process and beyond. I will help you strategize for interviews, serve as a consultant in preparing for and negotiating job offers, and walk you through a process to prepare for your first days on the job and make onboarding a tool you use to fast-track your success in the first few months.

Reach out for a complimentary call and let's chat.

Phrases to Inspire Your ELEVATOR PITCH:

I solve puzzles within IT that significantly increase productivity.

I create high performing teams by finding people's strengths and capitalizing on them, even people who others had given up on.

I put on the table what others are thinking but no one wants to say in a way that brings the focus to the real issues so they can be addressed and the roadblocks removed.

I bring clarity to chaos.

I take complicated systems with multiple intertwined elements

Each example highlights both the skill and the impact of that skill to leave the listener with a memorable impression of you, likely wanting to know more from you and also REMEMBERING YOU!

4. Lastly, let the last concept of your elevator pitch include what else you want, where you're headed or what you're looking for next. The fruit of this type of networking may surprise you.

I wish you the best of luck with your elevator pitch, your networking and finding the next perfect role. If you'd like some help, reach out for a complimentary call. I help people at all levels uncover strengths and skills they did not recognize in themselves, create ways to characterize their skills they never thought about and open doors that lead them where they want to go. I'd be happy to help you too.



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Joy is a conference speaker, team and leadership development consultant, customized trainer and facilitator and a Certified Professional Coach with expertise in personal career coaching, job offer and salary negotiations and executive coaching.

As an Insights Discovery® licensed practitioner, Joy provides clients the added value of the Discovery® Portfolio of tools when working with individuals, teams, leaders and organizations to create inspiring visions for collaborative, cohesive teams to produce superior results.

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and explain them in simple terms people can understand so they can make use of the systems.

I give feedback by taking negatives and turning them into positive goals.

I have the ability to see opportunities in ways that expose multiple layers of growth opportunities and possibilities.

I pay attention to what leaders are trying to accomplish and manage to support those efforts.

I diagnose process problems before people even know it's a problem.

I help people identify things getting in the way of people's productivity that they hadn't even recognized as an issue.

I can explain complex technical issues in ways people can understand.

I am a translator between engineers and the C-suite.

I'm a data storyteller.

I can translate sales product features into outcomes the customer can expect.

I build organizations so subject matter experts can succeed.



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