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Elevator Pitch Quick Guide and Worksheet

What is an Elevator Pitch?

An elevator pitch is a key networking tool used to tell a succinct, intriguing, and tailored story in 1-2 minutes with the goal of getting your audience to want to learn more.

Crafting an Elevator Pitch

- Start broad and have a hook to draw in your listener
 - Appeal on an emotional level
- Tell a story
 - Define the larger problem you seek to solve
 - Identify the unmet need
 - Introduce your approach to solving the problem
 - Talk about how your approach is unique
 - Stay free of jargon
 - Talk about what you hope to achieve and the future directions of your work
 - Finish with a strong statement about yourself, your work, or the broader impact of your work
- Remember to be confident and polite

Create your elevator pitch:

What is your hook? Why should your listener care?

What is the specific problem you are addressing or what are your goals?

What is your unique contribution/approach in solving the problem?

What is your closing? Finish strong.



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Resources:

“Perfecting your elevator pitch - what to do and what not to do!”

PricewaterhouseCoopers

<https://www.youtube.com/watch?v=O6U9OGpvV78>

Broad MIT Elevator Pitch Guide

<http://mitcommlab.mit.edu/broad/commkit/elevator-pitch/>

2012 ASCB Elevator Speech Contest- 1st Place (Short) Kiani Gardner

<https://www.youtube.com/watch?v=KHlgjdVQJHQ>

“Communication: Two Minutes to Impress” by Roberta Kwok, naturejobs.com

<https://www.nature.com/naturejobs/science/articles/10.1038/nj7435-137a>