CAREER CLUB

University of Pittsburgh. Graduate Studies School of Medicine

WORKSHEET 5: ELEVATOR PITCH - ROUGH DRAFT!

1. **Who are you?**

   Degree, Field/area of study:

2. **What is your experience and what are you passionate about?**

   Highlight of skills and strengths:

   Passion:

3. **What makes you unique?** Relevant experience you want to highlight:

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WORKSHEET 5: ELEVATOR PITCH - SECOND AND CLOSER TO FINAL DRAFT!

1. **Who are you?**
   e.g. "I am [name, title, etc.] working on [area of research]"

   Degree, Field/area of study:

2. **What is your experience and what are you passionate about?**

   e.g. "I am skilled at [skills and strengths], and passionate about using my expertise to [passion]"

   Highlight of skills and strengths:

   Passion:

3. **What makes you unique?** Relevant experience you want to highlight.
   e.g. "What is unique about what I do is [list some of your greatest accomplishments, some big problems you have solved using your skills]"

4. **What opportunity are you looking for?** Consider incorporating knowledge of person you are speaking with.
   e.g. "I am keen to pursue an opportunity in [opportunity you are looking for], as my long-term goals are to [goals]"

5. **What is your ask?** Closing goal: to continue conversation, exchange business cards, connect online, etc.
   e.g. "I would love to learn about [their role, how they interface with other aspects that you are interested in, etc.] Would you have some time this week to connect over [coffee, linkedin, zoom, email, etc.]?"

   Develop questions to establish this contact:

Create Your Pitch!

Pull the pieces together to create your pitch!

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OPTIONAL WORKSHEET: PERSONAL BRAND

4. **Define your purpose**: Long-term vision and mission, your interests, skills, and values! Consider
    1. Consistent interests, competencies, character traits
    2. Significance to others

Significance: Past experiences, decisions, or actions	Determine whether/what it highlights in the following categories	
	Interest	
	Competency	
	Character trait	
	Interest	
	Competency	
	Character trait	
	Interest	
	Competency	
	Character trait	
	Interest	
	Competency	
	Character trait	
	Interest	
	Competency	
	Character trait	
	Interest	
	Competency	
	Character trait	
	Interest	
	Competency	
	Character trait	

3. Using the above, attempt to draft a statement – an example format is below:
   e.g. *For [a particular target person/group of people], I offer [unique, memorable, meaningful value].*

5. **<u>Audit your personal brand equity</u>**:
   1. Credentials:

   2. Outline **social capital:**
      - Connections
      - Organizations
      - Groups

   3. Analyze **cultural capital**: Expertise through the following that help you operate in different circles:
      - Interactions
      - Hobbies
      - Interests

   4. **Adjectives or descriptive phrases that capture you** – how well do they align with your desired brand?

Adjectives/descriptive phrases	Alignment to desired brand		
	High	Medium	Low

5. **Consider Market Research**: Select "truth tellers" to give you objective feedback. Some questions for market research include:
    - Is there anything unique about me in terms of my skills| experience| conversation style…?
    - Can you rate me on my [desired] attributes?
    - Considering others you may know of who are in the same field – how do I differ from them? What may be missing from my portfolio?

    b. Identify audiences who know you well (e.g. colleagues, advisors, teachers, family, friends, partners):
    -
    -
    -

    c. Identify audiences who don't know you as well (new contacts made at career panels, etc.):
    -
    -
    -

6. Construct personal narrative:

1. "Tell me about yourself"
   Use illustrative stories: E.g. "In all positions in my CV/Resume/Portfolio, I've played one role – xyz. Most recently, my group was struggling with abc, so I spent the last few months [described solution], and this [increased/solved/resulted in] ## results.

2. "Where are you from?" - Conversation starter questions can be instrumental too: e.g. rather than a simple place answer, provide some context to describe some of your attributes.

7. **<u>Embody your brand</u>** – in every interaction! "What do I want to share about myself, and what is the best story to illustrate it?" Consider attributes from 3d. above, and list stories that help communicate those attributes.
    -
    -
    -
    -

8. **<u>Communicate your brand story</u>:**
    1. Who is the real audience you need to engage and communicate with?

    2. Where do they hang out? Settle on one or two platforms and do them well.

    3. Create a media plan: increase discoverability, awareness, and understanding with your audiences.

    4. Socialize your brand: Identify:
        - Gatekeepers: people you need to open doors for you (e.g. hiring managers)

        - Influencers (people in authority whose recommendations give you legitimacy)

        - Promoters (mentors, recruiters, friends, acquaintances etc.)

        - Personal brand communities – people who share your special interests – e.g. your graduate program, other graduate or professional groups you belong to (e.g. 4RS, Career Club, BGSA, MISA, GPSG, PSPG)

9. Remember to **<u>reevaluate and adjust your brand</u>** from time-to-time: Current professional and personal context changes – so brand needs to be updated to match those!