



## Delivering a Powerful Elevator Pitch

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In your position you will have the opportunity to interact with many different audiences. Employees, managers, physicians, insurers and the list goes on. Not everyone will understand what you do and why you do it. By crafting your elevator pitch and having it handy you will be able to answer the question “what do you do” within a snap leaving the audience intrigued and wanting to know more. Here are some helpful tips for crafting your elevator pitch.

1. **Be specific and use an action verb.** When someone asks you “what do you do” or you are explaining “what you do” don’t start at the macro level saying “I am in Workplace Health or I am a Union Representative.” These descriptions are too abstract and will likely make people’s eyes glaze over before you even get started. Instead of using these vague descriptions, focus on the problems you solve... “I enhance the lives of employees who have sustained an injury or illness” By talking about how you help people, your job or business becomes instantly relatable.
2. **Keep is short, sweet and natural.** You should prepare and practice your pitch, but it should always be simple, natural, and in plain English. You need to write it down and practice it so it becomes second nature to you. This will support a confident appearance when you say it. Try to keep it to one sentence. Powerful is not lengthy or full of too many words. When you force yourself into one sentence, it causes you to think about each word more carefully so that each one tends to convey more.
3. **Exude Confidence.** When answering what you do, don’t mumble through the response. Definitely never sound as if you’re apologizing. What you do is important and if you believe that, others will too. If your elevator pitch doesn’t have energy or enthusiasm, then expect it to be received the same way. Brag a little, be proud and smile, it helps.
4. **Practice, Practice, Practice.** While some people may look like natural networkers, in actuality, very few create a perfect pitch on the fly. Practice in your head, in front of the mirror, or a video camera. Then try it out on a group of friends or colleagues, and ask what specific points they remember. That instant feedback will help you determine what to cut or change in order to make a connection and be memorable. Don’t worry about making mistakes. You’ll have plenty of opportunities to learn through trial and error. The best way to improve is to just practice. You never know whom you’ll meet and what opportunities that will bring your way.
5. **Pause and make a Connection.** Once you have delivered your elevator pitch “Pause” it will give them a chance to digest and engage in a conversation. Failing that ask them a question. Sometimes we become so focused on how to answer basic questions that we forget to actually make conversation. The best way to be memorable is to build a connection. For this reason, never consider the other person “your audience.” Engage them in the conversation by asking them a few questions too.
6. **Have A Few Elevator Pitches In Your Toolkit.** One size does not fit all. You will discover that who you interact with will be a determining factor in what specific message you want to convey. Once you have your primary elevator pitch, think through the various groups of people you are likely to use it with. This will help you decide what needs to get tweaked to make it just right for that group of people.

Your elevator pitch is among the first things you do that will form an impression with others. You want it to be just like you – professional and well delivered. Your elevator pitch should be a succinct summation of what you do that piques the interest of the individual you are delivering it to.