

## Real-Life Career Situations, with Elevator Pitches to Match

### 1. WHEN YOU'RE MULTI-PASSIONATE

#### Michael

**Old elevator pitch:** “I left college to work as my own boss in construction. I have flipped houses, renovated office space. I can do plumbing, electrical, even paint. Previously I worked in an advanced manufacturing setting, and last year I decided I needed to complete my degree. I am graduating soon with an Associates Degree in Mechatronics Technology. I’m looking for a job in the mechanical/ electronics field that will utilize my existing knowledge in construction.

**Analysis:** Donovan feels “like my elevator pitch tries to serve too many masters because I’m thinking about both immediate goals and long-term goals.” He says his main goal is: “to have a career in Mechatronics where he can utilize his technical, creative, and managerial skills.”

Instead of getting stuck in the past, Donovan should focus on the great range of skills and talents he has now (even if he got them from former jobs) and the work he’s interested in doing in the future.

**New elevator pitch:** I’m a creative and technical thinker who uses my skills set from construction and advanced manufacturing to identify strategic solutions to problems. And, luckily, I have an entrepreneurial background, so I have the management skills to develop and deliver projects by working collaboratively with a team to accomplish company goals.



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### 2. WHEN YOU HAVE A BREAK IN YOUR CAREER OR STAY-AT-HOME PARENT

#### Heather

**Old elevator pitch:** “I’m a stay-at-home mom who helps people with technology the side.” I also co-own a medical business, and enjoy working with customers, solving their problems.

**Analysis:** As Heather puts it: “I do so much but it doesn’t fit into any PERFECT MOLD and not much of it is paid, so I usually downplay what I do.” She’s concerned about having been out of the workforce for 15 years and says she’s just done “side jobs” in tech.

But there’s no reason for Heather *not* to talk about her work just because she’s not getting paid for it—yet! She’s built websites and trained private individuals and companies to use their technology, so she has every right to claim those digital skills are hers!

**New elevator pitch:** I’m a technophile and web developer specializing in testing, website maintenance, and tech support for small businesses. And I’m also passionate about being a mom and a co-owner of a medical business.



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### 3. WHEN YOU'RE MAKING A CAREER CHANGE

#### John

**Old elevator pitch:** "I have worked as an automotive technician for ten years, and recently I just graduated with my Associates Degree in Medical Laboratory Technology."

**Analysis:** John probably sums up your feeling about elevator pitches: "Think how much I dread being defined by what I *do*." He goes on to say he has "a silent internal life crisis over why I can't just succinctly define myself as a job."

If you have a diverse background like John does, you can feel like you're both the square peg AND the round hole. But that diversity can be exactly what makes someone remember about you when they're looking for a new hire.

**New elevator pitch:** My professional experiences have developed my skills in science and health, and technology, and have given me a service-oriented mindset. I excel in communication and decision making, and I pride myself on having a strong work ethic and integrity.



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### 4. WHEN YOU'VE NEVER HAD A “CAREER-LEVEL JOB”

#### Melinda

**Old elevator pitch:** “I have worked in the fast-food industry since high school, and I volunteer in my community because I love to help people.”

**Analysis:** Melinda has a variety of skills that she gained in her young adult life that she is not identifying in her pitch. Working in fast-food Melinda has gained skills in communication, teamwork, customer service, money management, and time management. Her volunteer work has been primarily in local nursing homes as an activity’s coordinator, and she is passionate about working with senior adults. All those skills and experiences relate to her future career goals which are to become a nurse.

In addition, Melinda is enrolled in a Nursing program at her local community college and will be graduating next semester.

**New elevator pitch:** My volunteer and professional experiences have developed my skills in communication, teamwork, customer service, and management. I excel at listening to my customers and patients to determine the most effective and efficient solution to their problems.

