



# THE 30-SECOND ELEVATOR SPEECH

*An elevator speech is not just for elevators!*

The “elevator speech” summarizes YOU in the short time it may take to ride an elevator, or about thirty seconds.



## SOKA AND YOU

Because Soka students are committed to being global citizens living a contributive life, the “elevator speech” should capture how you wish to serve that higher vision. If and when your remarks are interesting and value adding, the conversation may end in exchange of business cards or even a scheduled meeting.



## TIPS FOR SUCCESS

- Make it short but memorable (30 seconds/150 words)
- Know your skills and how to communicate them
- Who are you? What sets you apart from others?
- What are your passions? Accomplishments?
- What is your educational & work background?
- What do you do best? Your interests? Career goals?
- Spotlight how you wish to contribute



**PRACTICE IT UNTIL IT SOUNDS EFFORTLESS AND GET OUT THERE AND USE IT!**

Record yourself with Career Services online tool, InterviewStream, at <http://soka.interviewstream.com>.



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## **WRITE YOUR OWN ELEVATOR SPEECH! — MAKE A CONNECTION IN 30 SECONDS OR LESS**

To develop an introductory statement that you can use in a variety of settings (waiting in line at a coffee shop, sitting next to somebody on an airplane, sharing an elevator with somebody at work, participating in an interview), think about the following:

### **Who am I?**

*Example: "Hello, my name is... and I am a student at Soka University of America."*

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### **What is my objective?**

*Example: "I am looking to connect with people working in international human rights law to learn more about their career paths and to find an internship or entry level position with an organization."*

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### **What are my strengths and how do I stand out from others (skills, relevant experience, relevant education, etc)?**

*Example: "I have had a strong interest in law since I first enrolled in college and my Global Studies major has helped me to find a potential career path in refugee law. My liberal arts education as taught me to think critically, write well, and make connections across various disciplines. I have used those skills in my work crew called Empower and we worked to address issues of social justice and inequality."*

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### **What is my passion and how can I give back to humanity?**

*Example: "I want to make a difference by helping people understand their rights and the law to help them during a painful and scary time." (once you have a job in mind, get to the specifics of the type of job you want)*

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### **Please remember to personalize your speech for the situation and person to whom you are speaking.**

Example of an elevator speech when waiting in line for coffee: *Hello, my name is Bethany Walsh and I'm a student at Soka University of America. I am interested in building on my experience and interest in environmental sustainability with an internship in an environmentally-friendly organization. I noticed that your bag says "Dogwood Alliance" do you work for that organization?*

Example of an elevator speech when answering the "tell me about yourself" question in an interview: *My tutoring experience with Mountain Area Child and Family Center over the past few semesters has helped me discover my passion for education. I am interested in a career in special education and believe that Teach for America, when paired with my psychology degree, will prepare me well for this career path. I am excited to make a direct impact in students' lives and to grow through the training and support offered by the program.*