

4 STEPS TO CREATE AN ELEVATOR PITCH AND MAKE A MEMORABLE IMPRESSION!

A Quick Mastery Guide for Tech Professionals



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Hey – my name is Janine O'Shea. Thanks for taking a few minutes to read my guide. I hope you can pick up a few pointers about elevator pitches, but more importantly I hope this guide convinces you how important an elevator pitch is!

Through my company, ESL Pro Online, I help High Tech Executives and Managers get promotions and secure high visibility projects by advancing their spoken & written English communication. And.... having a strong elevator pitch is key to getting that promotion or high visibility project.

I've coached executives from Microsoft, IBM, Ernst and Young, Accenture, and SoftBank and many mid-sized companies too. I've built a network of over 2,500 connections on LinkedIn. My clients are from all over the world – Argentina, Japan, Brazil, Colombia, and Indonesia.

In my English coaching business, I combine my two passions – technology and ESL. I spent 20 years in the technology field leading a team of software developers, engineers, product managers, and project managers. I switched careers and have spent the last 14 years teaching ESL at a university.

So my question is – do you have an Elevator Pitch? What is it? How valuable is an Elevator Pitch? Even the phrase is a bit of a U.S. Culture thing, so maybe you've never heard of it. No worries – this quick guide will help.

Janine

What is an Elevator Pitch?

And how can it help you in your career and life.

An Elevator Pitch is a brief **(30 –60 seconds!)** way of **introducing yourself**, getting across a key point or two, and making a connection with someone.



It's called an **elevator pitch** because it's roughly the amount of time you'd spend riding an elevator with someone. If you happen to bump into someone you've been dying to meet in an elevator, how will you **introduce yourself, get your point across, and ask to stay connected—all before that person gets off the elevator.**

You might be thinking, *"I'm not selling a product or looking for a job, do I need one?"*

The short answer is **YES!** An **Elevator Pitch** is a quick, interesting introduction of yourself that can come in handy in many situations. At its core, an **Elevator Pitch** is a **chance to introduce yourself or your idea in a way that makes you memorable.** Whether you're at a business conference, a regional meeting, meeting your boss, watching your kids play soccer, or picking them up from daycare, an effective pitch can make all the difference. This guide will help you create an effective one.

How long should an “Elevator Pitch” be?

It should only be **30–60 seconds**, by crafting an interesting pitch that people will take notice of and remember takes a bit of effort.

But trust me, it's worth it!

So, how can you create an effective elevator pitch?

Here are the Key Steps to create one.

- ① **Start with a specific goal and write it down.**
- ② **Write down answers to these questions:**
 - ✓ **What do you do?**
 - ✓ **Who do you do it for?**
 - ✓ **How do you do it?**
 - ✓ **And why does it matter?**
- ③ **Practice, practice, practice, and make it conversational.**
- ④ **Don't forget, if appropriate, your Call To Action (CTA) to ask for something.**

An **Elevator Pitch** is a bridge to establishing relationships at work, at networking events, at a social hour, or even in your neighborhood. You never know when you'll have the chance to make a connection that could lead to something great. It can help you meet neighbors and make new friends.

I'll share a sample pitch and let's elevate our pitches together!

Goal: *I'm at a technology conference and I'd like to get some job leads for a Solution Architect position.*

Elevator Pitch No. 1

✓ **What do you do?**

I'm a Software Engineer focused on Client and Back-End programming, bridging the gap between our front-end operations needs and back-end IT systems.

✓ **Who do you do it for?**

I work for Northwest Avionics now. Within Northwest Avionics, I interface with the leadership team. I'm tasked with looking for efficiencies, so we can keep our airplanes in the air longer. I love working with logistic patterns and big data where I can analyze and implement solutions for improvements.

✓ **How do you do it?**

I create algorithms that scrape logistics data from all of our flights and identify gaps. Then, I create what if scenarios to identify areas where we can save time.

✓ **And why does it matter?**

We are a "no frills" airline and our planes are usually 100% full. Last year, I identified 1,000 hours more fly time by making logistic changes. The more hours we can keep our airplanes in the air, the more revenue we generate and our profitability increases, making our shareholders happy.

✓ **Call To Action (CTA)**

I'm looking to apply these skills as a Solutions Architect. Does your company have a need for these capabilities or could you give me some guidance on the best way to find a Solutions Architect position?

Elevator Pitch

Hi I'm Denis Cox a Software Engineer at Northwest Avionics. I'm looking for a Solution Architect position as my next step. At Northwest, in my role I was able to generate \$5,000,000 additional revenue by keeping our airplanes in the air an additional 1,000 hours last year. We're a "no frills" airline, so every extra hour of fly time means a lot to our profitability. My management was thrilled with the outcome. I did this by creating algorithms that scrape data and then created formulas that identified ways to save time. That's how I found the 1,000 hours. All the little improvements added up.

Does your company have a need for anyone with these skills or can you give me guidance on how to find a Solutions Architect position?

Goal: *I'm meeting with my supervisor to talk about some changes to improve a product platform's reliability. I'd like to add some feature changes that customers have been asking for.*

Elevator Pitch No. 2

✓ **What do you do?**

I'm a Product Engineer responsible for the Feature Server 5000 product. I interface with customers and software developers on this product.

✓ **Who do you do it for?**

I work for a technology company.

✓ **How do you do it?**

I get feedback from the Product Manager, customers, and Software Engineers on improvements for the FS 5000.

✓ **And why does it matter?**

There are 10,000 FS5000's deployed and we have forecasted to sell 1,000 this year. A competitor recently came out with a product that directly competes with our product. They have some new capabilities that our customers have been asking for. We need to protect our base and also sell the 1,000 forecasted for this year.

✓ **Call To Action (CTA)**

While the developers are working on the reliability enhancements, I'd like to get the resources to work in these software enhancements to keep the product viable

Elevator Pitch to Supervisor

Hey, how would you like to bump up our FS 5000 sales from 1,000 to 1,300? I think we might be able to do that if we work in some of the new features the customers have asked for, when we work on the platform reliability fixes. It's great that we got the resources to fix the reliability issues and we're lucky that only 5% of our customers have experienced problems. The other thing I'm concerned about is that Technology Company B is bringing their product to market in June and there's a strong chance that their feature server may have these new features. This would put some of our sale projections at risk. I know resources are really tight, but do you think it's possible I could address some of these feature enhancements the customers have asked for. If we incorporated the development and testing of the new features with the reliability enhancements, we'd use a lot fewer resources. These changes would further differentiate our product from our competition.

Call To Action (CTA)

Are you open to me scoping out the development effort and resources that would be required to incorporate these new capabilities while we're working on the reliability fixes?



WHAT TECH PROFESSIONALS SAY ABOUT WORKING WITH ME...



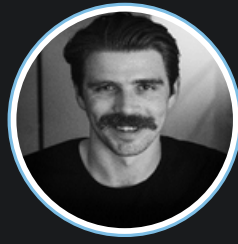
Julia Dubois, Director Global Media Sales, Microsoft

I highly recommend Janine O'Shea as an outstanding English as a Second Language (ESL) teacher and coach. Through several coaching sessions, I experienced significant improvement in my English skills under her guidance. Janine possesses a deep understanding of the challenges faced by non-native English speakers. Her personalized approach and encouragement fostered both my comprehension and confidence in using English effectively.



Fred Palmeiro, Regional Director, MongoDB

Janine was instrumental in the development of my executive communication skills. She was always well prepared for our coaching sessions, actively listening and identifying opportunities for improvement. Today I feel more confident to present concise and consumable information to my team, business partners and leadership.



Eirik Antonsen, Staff Engineer

Janine was fantastic to work with over a set of sessions. She quickly helped me uncover and improve low hanging fruit in my professional writing. She is eager, professional and personable and will have valuable insights -- no matter the level of established English comprehension.

I highly recommend booking some sessions with Janine to quickly get a handle on how to better understand expectations of English in the business world of America.

Seiichi Morooka, Corporate Officer, Head of CFO Office, SoftBank, Inc.

Janine coached me while I worked at our subsidiary in the US. Janine's coaching helped me in many ways. I not only improved my English, but better understood the U.S. business culture. Her ESL teaching experience and background in the technology space were instrumental in developing valuable material for our sessions. My English improved, my use of business vocabulary/idioms increased, and I better understood many of the finer points of the U.S. business environment. All of this contributed to a great ex-pat experience. And these sessions also helped me achieve a high score on the TOEIC exam, which was a key measurement for my company. It was a great experience and I highly recommend Janine.

Thank you!

Do you have an "Elevator Pitch?" If you'd like me to do a quick review of it, message me and I'll connect with you. Do you need help working up your elevator pitch? I'd be glad to work with you on it.

A clear, concise elevator pitch can open all sorts of doors – a new job, a new opportunity, a new friend.

Let's get started today. Message me on LinkedIn with the word PITCH and we'll set up a time to talk.



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