

# The Elevator Pitch:

## Be an Effective UVAHR Advocate

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# Who am I?

Liz Menter

Senior Career Advisor and Coach

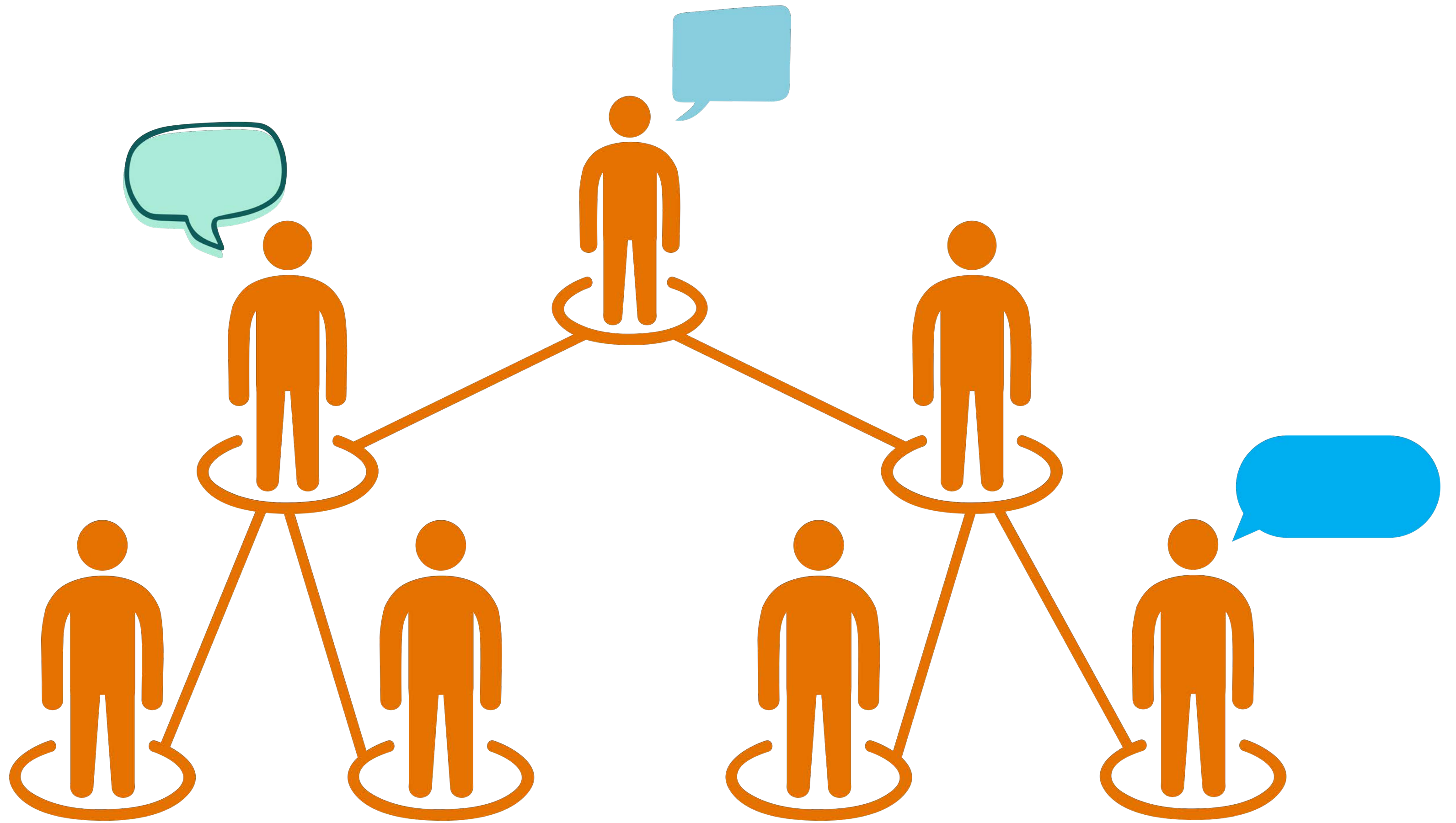


# What is an elevator pitch?

- A short, persuasive speech that you can use to spark interest in what you do
- Typically no longer than 30-60 seconds
- Can be used to make a memorable first impression, articulate your value, and generate interest







# Why is it important?

- It can help make a great first impression
- It can set us apart from the competition
- It can help show your value and worth
- It can help communicate with the employees and team members we serve



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It gives you the power to tell your story  
and reframe the situation.



# How to Craft Your Pitch

Plan

Structure

Practice

# Plan: Goal & Audience

- Identify your goal.
  - What do you want to achieve with your elevator pitch?  
Increase use of your service, inform others about important resources, plan a collaboration with another team?
- Know your audience.
  - Understand who you are speaking to.
  - Tailor your pitch to align with the interests and needs of your audience.
  - Think about your wording.
  - Use accessible language.





# Plan: Content

- What is your Unique Selling Proposition?
- Define what sets you apart from everyone else.
- Highlight your skills, experiences, strengths, and accomplishments.
- What problems can you solve for your audience? How can you make their lives better?



# Structure

- **Introduction** (10-15 seconds): Grab attention and establish rapport.
- **Body** (30-40 seconds): Share key achievements, skills, and experiences.
- **Conclusion** (10-15 seconds): End with a call to action or a memorable statement.





# Structure: Introduction

- Be concise and clear.
- Start with a hook or attention-grabbing statement.
- If appropriate: Include your name, current position, and a relevant achievement.



# Structure: Body

- Showcase key achievements and skills.
- Use concrete examples to demonstrate your expertise.
- Keep it relevant to your audience.





# Structure: Conclusion

- End with a strong closing statement.
- Include a call to action or express your interest in further conversation.
- Leave a lasting impression.



Practice



What should UVA  
employees and team  
members know about HR?  
About your team? About  
you?



HR at UVA is developing  
innovative ways to serve  
employees and team  
members.

Why do we want them to  
know that?

What is the goal?





HR at UVA is developing  
innovative ways to serve  
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Differentiate UVAHR

Inform the people we  
serve

Attract talent

Share pride

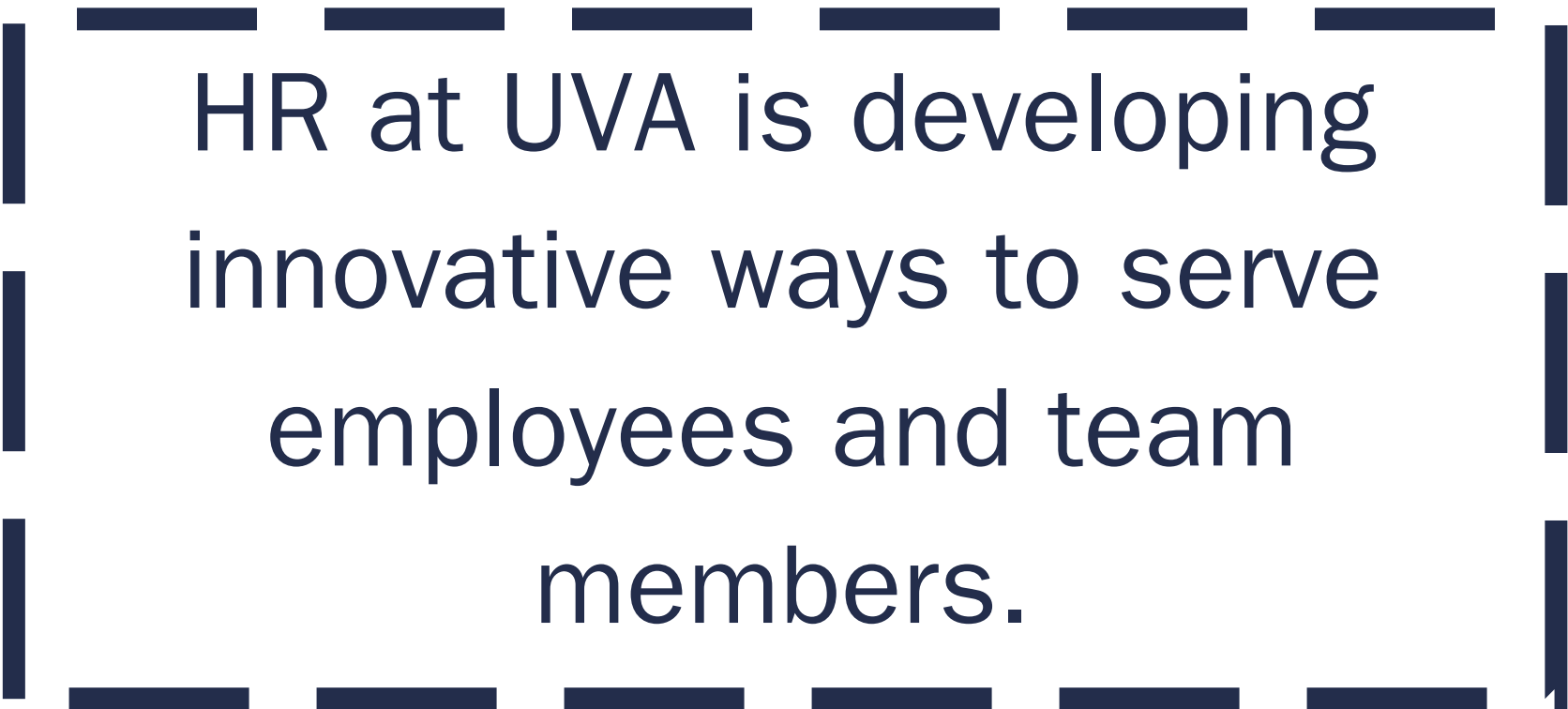
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What's the next step?

What is your call to action?





HR at UVA is developing innovative ways to serve employees and team members.



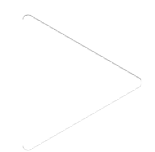
Sign up for our listserv



Apply to join our talent community



Review our website & resources



Spread the word

**CALL TO ACTION**

May I have your attention,  
>  
please?



Ask a question

Bold statement

Offer a teaser

Build on a trend

Use a statistic

**ADDING THE HOOK**



Imagine being part of a vibrant community that embraces change and is always growing.

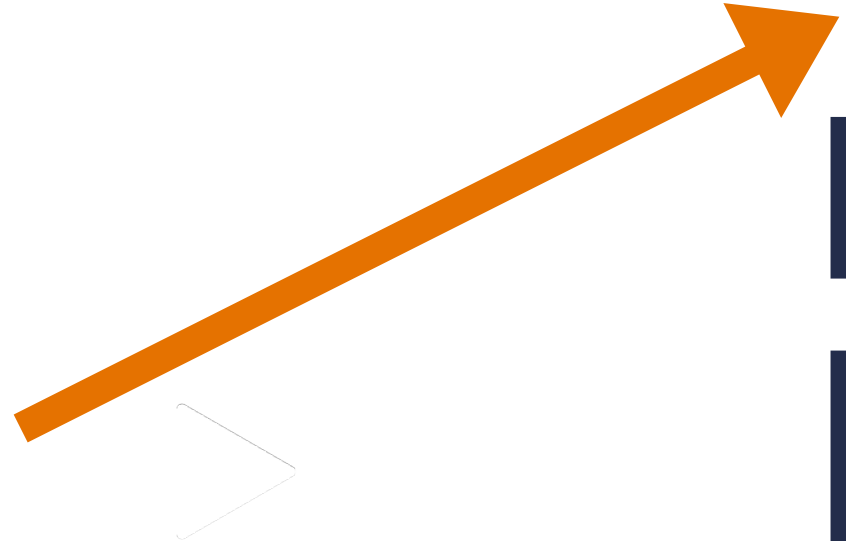
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# UVAHR ELEVATOR PITCH

Tips

# Tips

- Rehearse your elevator pitch until it feels natural.
- Ask for feedback from mentors or peers.
- Adjust based on the context and feedback received.
- Be confident and enthusiastic.
- Tailor your pitch to your audience. Be sure to highlight the benefits that are most relevant to them.
- Ask a question at the end of your pitch to invite further conversation.





Thank  
you!



Contact Us