

## **New Opportunities for the Development of Education at the Technical University of Liberec**

Specific objective A2: Development in the field of distance learning, online learning  
and blended learning

**NPO\_TUL\_MSMT-16598/2022**



### **CAREER DEVELOPMENT - preparing students for a job interview, including personalized elevator pitch**

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**Step by step ELEVATOR PITCH for a job interview**

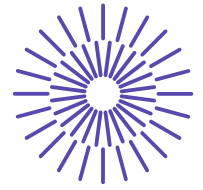


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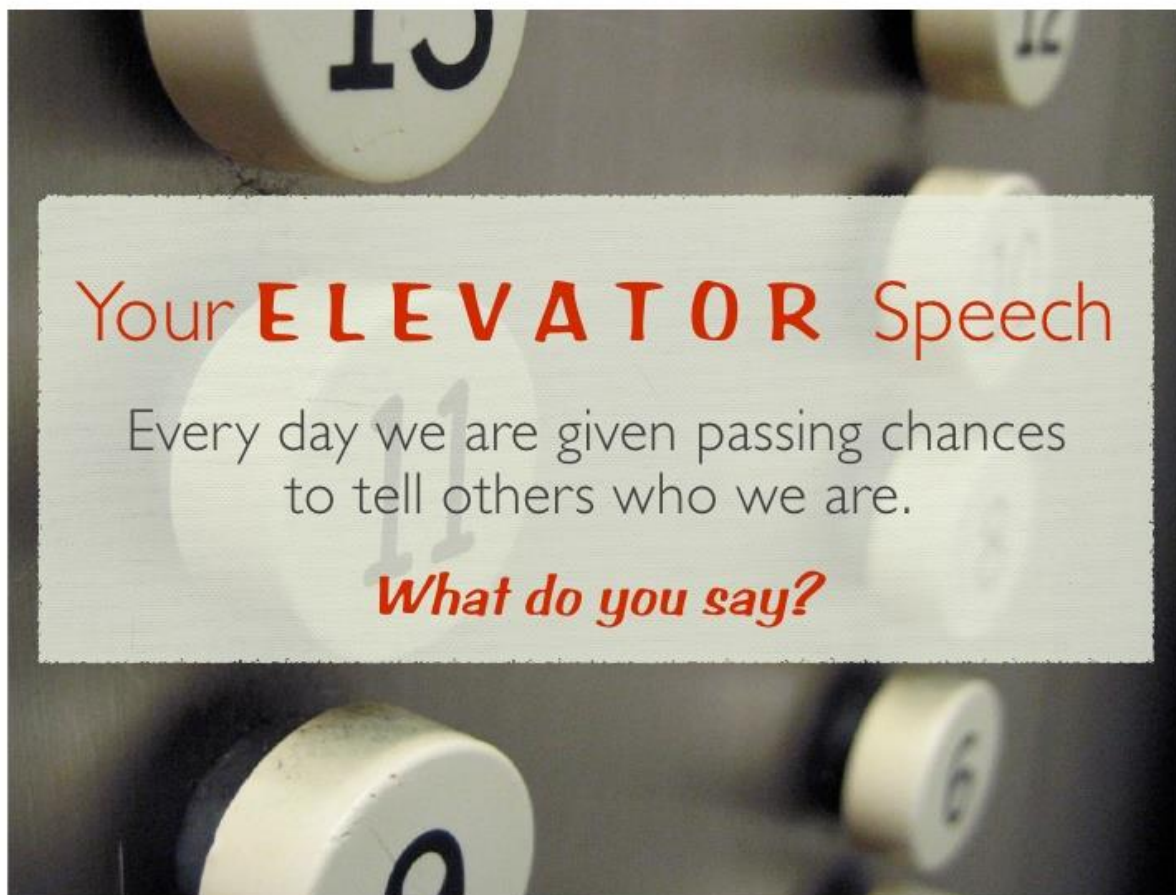


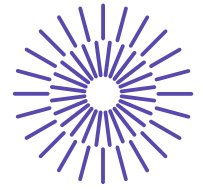
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- a short summary about yourself and what you do, in the time it takes to ride an elevator, i.e. **30 second up to a minute**,
- your response when the job interviewer says, **“tell me about yourself”**.
- **NOT your whole life story**. Instead, it's **the one to three things** you want to emphasize about you and your ambitions





**Parts:**

**Part 1 WHO I AM**

e.g. My name is Robert Plant. I am a graduating from XZ University. I am looking for an internship in a law firm this summer.

**Part 2 MY ACHIEVEMENTS** – be specific, support with examples/particular situations

e.g. *Did you know...?//*

**Part 3 WHERE I AM SPECIAL, UNIQUE, what makes me specific, unique, what other people appreciate on me. What are my strengths?**

Example: “My education taught me the computer skills, customer service skills, and employability skills needed to step into a position that will support the management, staff and customers of an organization. In addition, the course I completed in “Understanding Real Estate prepares me for an office position in a real estate company. My strengths include time management, dependability, positive attitude, flexibility and a self starter.

What do you do and/or have you done that is different and/or better than others?

What are your specific skills?

What makes you stand out?

– mention something special that would make the listener to remember you (you make an impression) – strengths, **GIVE PARTICULAR SITUATION OR SITUATIONS -EXAMPLE TO PROVE THIS**

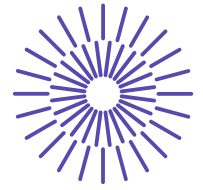


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## Part 4 *FINAL* - my contribution to the company **AND WHY**

e.g. I would appreciate the opportunity to give you a call and/or meet with you in person to discuss...

e.g. Would you be willing to meet with me for 20 minutes to go over my portfolio and see how I...

### Essential Elements of a Powerful Elevator Pitch

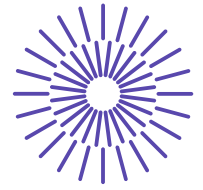
- **concise.** Your pitch should take no longer than 30-60 seconds.
- **clear.** Use language that everyone understands.
- **powerful.** Use words that are powerful and strong (magic words).

### **Magic words and phrases**

come up with new ideas// to experience something// diligence = pracovitost// I can/ I am able to/ I am capable of doing// I manage = zvládnout// I have had a strong interest in.... since....// I have participated in....// approved = schválený, exceptional = výjimečný// to excel in /be excellent in /distinguish = vyniknout// overcome = překonat// gain = získat // *I can say that..* // Can I tell you about my toughest...// Of course, when you have...// One of my greatest strengths is...// I am a specialist in...//

- **tell a story.** A short story, that is. A good story is essentially this: someone with a problem either finds a solution or faces tragedy. Either type of story can be used to illuminate what you do, your strengths. Tell a story that speaks of your core personality traits.





- **targeted.** A great elevator pitch is aimed for a specific audience. If you have target audiences that are vastly different, you might want to have a unique pitch for each.
- **asking questions helps.**
- speak at **relevant pace** (neither slowly nor quickly).
- prepare and use **short sentences**
- ask **question(s)**

## TIPS:

1) Have **a few versions** of your job seeker elevator pitch. (To conquer tough enemies, you better prepare back-up plans. Using one elevator pitch for all employers and situations, will fail you.) Keep **UPDATING**.

2) **Practise.** Anytime. Anywhere. Where ever you are. = practise makes perfect.

## 3 Great Examples To Use As Inspiration

(more available at: <https://theinterviewguys.com/write-elevator-pitch/>)

### GRAPHIC DESIGNER/LOGO BRANDING SPECIALIST

*Hi, I'm Pam Tone and I'm a graphic designer. **Did you know it takes the average person just two seconds to look at a company logo and decide if they like it?** Did you know that a badly designed logo can do irreversible damage to a company brand and that most companies go through at least three to four versions in a single year before settling on their final design, costing both time and money? Having worked for over 10 years as a professional graphic designer specializing in brand identification means I've built my reputation on the longevity of my logo designs. I can say that not only are my clients happy with what I've done for them, but*



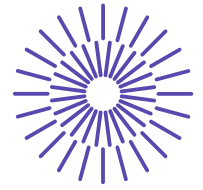
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*my designs have gone on to win national and international logo and branding awards. I have worked hand in hand with some of the biggest advertising agencies and companies and out of over 300 contracts, have had only one logo changed, and that was as a result of a merger, not poor design. I'd like to bring that award winning history to your company. **Would you be willing to meet with me for 20 minutes to go over my portfolio and see how I can help make sure your logo properly reflects your brand?***

#### TEACHER/EDUCATOR

**Can I tell you about my toughest teaching experience?** *I was assigned to a school which was located in what can only be described as the middle of nowhere. There was one road into town and one road out and it took four hours to get to anywhere bigger. I was brought in to help teach a class that had consistently scored in the lowest percentile in state and national tests. As a result, the students had a reputation for being less than smart, and most were dropping out before they even got to their junior year. When I got there, I realized it wasn't that the students lacked intelligence, they lacked resources! Their textbooks were outdated, the library was almost bare and most students had never even been on the internet, much less owned a computer. Between petitioning local government and organizing several bake sales and charity fundraisers, I was able to raise enough money to get the school equipped with high speed internet as well as purchase several new computers for the library. Now those students are not only scoring in the top percentile, but the dropout rate has fallen to almost zero and they have record numbers of students graduating and going onto college. Hi, I'm Mary Marm and I want to bring that same enthusiasm and drive to my next teaching position. **May I give you my resume?***

#### MOBILE APP DEVELOPER

*Hi, I'm Chip Ohm and I'm a developer. Did you know one of the biggest challenges facing companies these days is tracking employee work time? Of course, when you have a building where your employees are required to clock in and out it makes things easier, but what about employees who work from home or are on the road? I've come up with an easy way for both employees and employers to log and keep track of hours using just their cell phones and an app*

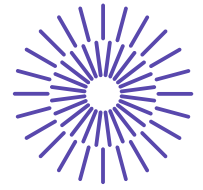


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*I've designed. The app allows employees to log in from wherever they are and input their start and stop times at the push of a button. You don't even need to be in an area with a signal. The program captures all the data and holds it in a file which is then automatically uploaded to the employer's servers as soon as the user is back in signal range. The system is not only simple, but it's tamper proof. Not only has this app helped streamline the timecard process for remote employees, but it's reduced timecard inconsistencies and pay check errors by 90%, saving both time and money. So, how does your company handle logging in hours for your remote clients?*



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