Elevator Pitch *exercise*

What do you want to say?

Brand New Job

“Tell me a bit about yourself.”

This is often the opening question in a job interview and, because first impressions carry significant weight, it is also one of the most important. Make sure your answer is impactful and keep it to a maximum of one and a half to two minutes. This is your opportunity to deliver your Elevator Pitch. Avoid going into too much detail if the interviewer requires further clarification, they will ask. If you have limited work experience, focus on specific aspects of your studies that have prepared you for this role.

A good elevator pitch typically follows these steps:

1. Share a little about yourself (personal details: employers are hiring a person, not just a professional).
2. Outline the key points of your work experience (summarise periods and, if relevant, mention major, well-known organisations you have worked for).
3. Make the connection to the job you are applying for, highlighting the skills and experience you bring.

Example:

I am “Pietje Puk,” 52 years old, and I live in The Hague with my partner and my dog, Boef. I have been working in the energy sector since 1992 and have held various positions. For the past ten years, I have worked as a Team Leader in Business Customer Service, handling extensive client contact and coaching my colleagues. In recent years, alongside my regular role, I have also taken on project leadership responsibilities for various improvement initiatives, including ..... and .....

It is helpful to follow this with a “bridge” to the position you are interviewing for.
For example:

1. With my solid experience in..... and knowledge of....., I believe I am a strong candidate for this role.
2. As a salesperson, I am accustomed to meeting growth targets, which I would also aim to achieve for your organisation.

What not to say:

Do not start your story with a chronological list of your education and work experience from kindergarten onwards! This information is already on your CV, which the interviewer has received. Avoid mentioning negative aspects such as illness or dismissal; if asked, answer briefly and truthfully, but keep it concise. Nobody wants to hear a list of complaints.

Chances are you were invited to interview because your CV stood out. Keep your pitch strong, highlighting the experience and/or specific expertise you excel at and that will be valuable to the employer.

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Good luck with your Elevator Pitch!