

DEVELOP YOUR ELEVATOR PITCH

	<i>Page</i>
INTRODUCTION	2
❶ RULES FOR A SUCCESSFUL PITCH	3
❷ STRUCTURE YOUR PITCH	6
❸ PRACTICAL EXAMPLES	7
➤ Junior consultant in management	9
➤ CEO	10

INTRODUCTION

The two-minute pitch (also referred to as the « Elevator Pitch ») is a **basic job search and networking tool** that will help you **prepare your job interviews**.

Here are 11 reasons to work on your own two-minute pitch!

The two-minute pitch will help you:

1. describe your personal and professional background,
2. **move from describing yourself today** to describing the way you see yourself in the future,
3. consider the « **professional fit** » you need to create between the job of your dreams and your background,
4. make sense of your past experiences and convey them in a way that makes them relevant and logical,
5. **answer typical interview questions**: « tell me about yourself », « who are you ? », « why do you see yourself in this job ? »
6. give your answers **structure** and **illustrate them with facts**,
7. summarize **your major accomplishments**,
8. identify the right tone,
9. help your interviewer **get to know you better**, quickly **determine your particular skills and personality traits, your choices and motivations**,
10. **overcome obstacles** for example lack of experience in a certain function when changing sectors, certain choices you've made, ...
11. successfully and accurately position yourself according to your career plan.

Thus prepared, you will approach your interviews more confidently.

The elevator pitch is also a strategic communication tool that can be applied to all types of situations and people. Your pitch will be useful to convey messages such as:

- « I was chosen for this job because ...» when changing jobs internally, moving on to a new project or when joining a new department or structure,
- « I decided to join this project / company because ...».

Whether you are seeking a new job, an internal or external job change, starting a new job or joining a new company or seeking funding for a venture, the two-minute pitch will help you **increase your impact!**

1 – RULES FOR A SUCCESSFUL PITCH

A – REFLECT ON YOUR CAREER & BRAINSTORM ON YOUR MAJOR ACCOMPLISHMENTS

It takes hard work to develop the « professional fit »!

To begin, make a list of your **major accomplishments** to start **thinking** about the **professional that you are**, your **added-value**, your « **skills capital** », **what you have to offer**.

An easy way to identify your accomplishments is to ask yourself the following questions for each of your experiences (professional or not):

- **What accomplishments are you most proud of (or which others were proud of you for)** in this job / experience? What outstanding things did you do?

Then for each accomplishment:

- What made you proud? What were the **context, the stakes, the scope, the constraints**?
- **How did you do it?** What did you do, instigate ...?
- **What were the results?**
- **What skills and qualities did you need to succeed?** (personal skills, general or managerial qualities, specific skills or knowledge related to your field or sector, ...)?

You can also think about:

- Any ingenious ideas, creative solutions that you came up with that made a difference
- **Things you can do « with your eyes closed »**
- **What do the people around you say about you? How do they describe you?**

Understanding your positive accomplishments will help you identify the **skills that make you successful**.

Bringing to mind the talents that others see in you will nourish your thinking process. It's also a good idea to benchmark yourself against peers in the same sector as you or in different ones.

Identify what sets you apart, what stands out ! Think in terms of stakes, territory, accomplishments, management ...

You are a CEO, a CFO, an HR Executive, a Management Controller, what differentiates you from another CEO, CFO, HR Executive or Management Controller?

Knowing your « discomfort zones », what you do not want to do or don't know how to do will also help you understand where you can improve and to see yourself honestly. This in turn helps you to remove barriers and to define the contours of your territory.

Taking a backwards look at your career will help you **understand its dynamics**, to find what holds it all together and to make sense of the path you have followed up to now.

B – CREATING A FIT WITH THE JOB YOU WANT

The goal is to create « professional fit » between you and the job market, you and the job you are seeking. Understanding what's required to perform your desired job is essential.

The « specifications » are the same as the « job description ». These will help you determine:

- **the impact** of the job within the organization
- **its main missions**
- **the stakes and the key issues concerning the job,**
- **the ideal profile,** i.e. the skills and qualities required to do the job.

This « specifications list » will also provide you with key terms linked to the job.

You can find this information in job offers, job search sites, specific documentation on professions, your company's intranet, ...

If you are considering a career change or evolution (A → B), you may have started working your network to **interview professionals** who have the job you are working towards. Doing this will help you **better understand the job's** realities, stakes and constraints and will nourish your pitch by:

- **defining specifications,**
- **bringing to light links with your own experience,**
- **confirming your transferable skills,**
- **identifying accomplishments relevant to the new job,**
- **minimizing the sense of rupture** or radical change (synonym of a lack of experience for the new job),
- **clarifying the obstacles,**
- **putting some « B » in your « A »,**
- making the move from « A » to « B » seem like a **natural and logical step.**

Putting some « B » into your « A » does not mean systematically matching your accomplishments with the desired job. It means describing one's career from « B »'s **viewpoint**, with his/her « **glasses** », **positioning, vision and vocabulary.**

C – GETTING TO THE POINT

Don't lose sight of the fact that your pitch needs to be two minutes long! That means that in two minutes you need to:

- highlight the main steps of your career,
- emphasize the underlying logic of your career,
- bring it all together.

D – CUSTOMIZE YOUR PRESENTATION FOR DIFFERENT PURPOSES

Imagine that you have **several projects**, for example two job offers at different levels and with different companies and missions. You can't use the same pitch for a "Number 1" position and a "Number 2" position. Depending on who you are talking to, you'll have to demonstrate that you would be an excellent "Number 1" or an excellent "Number 2". You'll need to position yourself differently.

E – PRACTICE, PRACTICE, PRACTICE!

Your pitch will require a lot of work to make it powerful and compelling. First, write it out. Then, learn it by heart and practice as much as you can. The more you practice, the more your pitch will become second nature and you will be able to change registers depending on who you are talking to!

2 – STRUCTURING YOUR PITCH

A - INTRODUCTION

The introduction includes:

- your identity: name, age, ...
- your educational background,
- your activities and passions,
- languages you speak.

B – CAREER TO DATE

11 tips to optimize how you present your career:

1. emphasize what links your career steps:

« Project management has been the underlying theme of my career, especially in the fields of ... »

« I specialize in transforming textile distributors into actual brands which are clearly positioned in their markets, by motivating teams around client-oriented projects ».

2. highlight the key steps in your career:

« 4 years later, « company » asked me to become the Financial Director of a subsidiary ; I am 27 years old and have no experience managing big teams. Over the next 6 years I gain experience in corporate finance and end up becoming the head of finance for the sales subsidiaries worldwide».

3. use pertinent examples:

« I then moved on to manage collections for our specialized brands, and became the group's head of innovation and development ».

4. make sure that your career advancements stand out (responsibilities, scope, team, budget ...):

« At 35, I wanted to experience other corporate cultures and have full responsibility for a key division. I moved from the world leader to a smaller maintenance company where I became the Sales and Marketing Director».

5. use simple vocabulary:

Avoid technical « clichés », fashionable expressions, jargon ...
« I want to focus now on ... ».

6. illustrate your pitch with your motivations and your choices:

« During my strategy and sustainable development courses, I realized the impact the choices made by corporations have on our lives. That's when I decided I wanted to work with corporate leaders and managers to help them make those difficult decisions ».

7. personalize your pitch and use facts from your background that explain your motivations (cultural background, family history, hobbies, achievements, ...):

« I grew up on a farm surrounded by animals – my parents were cattle farmers. I always knew I wanted to be a veterinarian. As a veterinary researcher with « company », I was often in contact with the marketing teams and became interested in this aspect of my field. I did a Specialized Master in Medical Management to ... ».

8. show how your actions have influenced your career path:

« My love for lobbying helped me build an extensive network of partners, business developers, key accounts in record time and with no marketing support, by simply redefining the brand's positioning in a highly competitive market ».

9. explain what your experiences contribute to your expertise:

« The company then asked me to take on a functional responsibility, as Head of Sales Coordination. This opportunity gave me a 360° vision of the company's operations and the challenges it faces ».

10. remove barriers:

« I always loved foreign languages and writing, and I chose to study translation / interpretation to master English, German and Italian and to round out my general knowledge. I then decided to add a Business dimension to my education, so I did my Master's in International Project Management ».

11. and always keep in mind the particular job you are aiming for!

C – SKILLS REQUIRED FOR THE JOB

This section aims to help you define the 3 main skills you have developed over the course of your career. These skills need to be linked to the job you are targeting and need to be supported with examples:

« During my career, I have developed three key skills:

- analytical abilities:

With Chanel and L'Oréal, I learned to process large quantities of competitive and results analyses to identify the key issues and find solutions to major strategic challenges.

- the ability to manage projects creatively and effectively:

I know how to set priorities and to move projects forward, and I have a lot of experience managing development projects with a strong dose of creativity.

- interpersonal skills:

My superiors have always been impressed by my ability to adapt and gave me the opportunity to represent Givenchy at ESCP Europe, where I trained students for our private sales events.

D - CONCLUSION

If you are in an interview situation:

- recruitment interview: conclude by stressing your interest in the job,
- networking interview: conclude with your professional plan.

3 – FROM THEORY TO PRACTICE

In the following pages you will find two examples of elevator pitches created by ESCP Europe Alumni and the Career Services consultants.

Each pitch corresponds to a specific career path and a professional plan. A guide to reading these examples is available in the header « Background information ».

We thank the alumni who worked with us to develop their two-minute pitch based on our model. We are grateful to them for allowing us to use their pitches as examples to help you develop your own pitch!

ELEVATOR PITCH: JUNIOR CONSULTANT IN MANAGEMENT

1- Present your identity

My name is XXXXX, I am 24 years old and I graduated from ESCP Europe in (year).

2- Work experience

During those 4 years spent at ESCP Europe, I progressively geared my career towards consulting.

Several turning points lead to this decision:

- My reading of the book *The consulting career* (Patrice Stern and Patricia Tutoy)
- Several meetings with consultants: my mentor at ESCP Europe, CVA (consulting practice)...
- Conferences and case studies from BCG Club that I participated in

⇒ At the same time, I chose internships in consulting:

2 junior consulting assignments:

> «I established a diagnostic and delivered recommendations to improve the attractiveness of the Foire de Lyon.

> « company name »: I conducted a cost analysis to create a pressing within « company name », a franchise of « group name ».

During my gap year, 6 months at « company name » as Marketing product assistant. I wanted to get some operational experience to improve my business culture, as requested by consulting practices.

> I learned brand management in retailing.

At the end of the program, I did a 6 months internship at « company name » as associate consultant.

> I wanted to confirm / infirm my will to go on in a consulting career.

> 2 assignments: Private Equity, project management.

3- Essential skills for the job

Thanks to those experiences, I have developed three key skills:

⇒ Analysis and conceptualization skills

At « company name », product managers who supervised me notices my quick understanding of problems.

At « company name », I learned to analyse complex issues by asking the right questions and always ask « why »?

⇒ Adapt to various stakeholders + listen

During my various experiences, I worked with Directors of exhibitions, house maids, sales teams, providers, executive committees...

⇒ Communicate clearly and convincingly, both in writing and orally

At « company name » and « company name », I presented the results of my surveys to the executive committee.

...At « company name » and « company name », I acquires the skills and tools to convey important messages with impact: answer first, 3T=Touch/Turn/Talk...

4- Conclusion

Today, I would like to pursue a career in consulting in a practice, but rather in organization and change management, and strategy in the background.

ELEVATOR PITCH : CEO

1- Presentation identity

Last name, First name, I am 45 years old and a graduate from ESCP Europe.

2- Work experience

I have been a Managing Director for 7 years and my warhorse is change management, and thus team leading, business development and financial turnarounds. Being born in an entrepreneurship family, I soon wanted to lead firms.

I began my career in 1985 at « company name », then to gather various experiences moved on at « company name » where I conducted many due diligences.

4 years later, « company name » asked me to become Finance Director for a subsidiary. I am 27 years old and it is my first management of large team's experience. For 6 years I learn corporate finance, to become head of Finance for all sales entities, including international ones.

Then the Group asked me, as a way to become Managing Director, to lead the international business development of the Group as business development Director, where I learn M&A operations.

In 2001, at 37, I take on my first P&L, as head of the service division of « group name », 100 M euros of sales and 1,000 people, to merge the service entities of 2 groups.

The bankruptcy of « group name » gave me the opportunity to learn crisis management and I am proud to have saved both the jobs of my employee and the level of services to my clients.

In 2002, after the buyout of « group name », I become Managing Director of « company name », in charge of after sales services and brand relationship with consumers for "group name", 500 people, 55 M euros of sales. In this reorganization context, I learn business development, marketing and logistic skills. I enhance my customer relationship management skills and increase sales by developing services to finished products, consolidating B2B, and developing B2C and finally turn the financial situation around.

Since 2006, on top of my Managing Director responsibilities, I lead the Group reorganization plan that brings the operating result back in the black in one year with a serene social climate maintained despite 350 layoffs in France.

I consolidate my change management, negotiation and social relations skills.

3- Essential skills for the job

I learned several key skills in my career:

- The comprehensive mastering of corporate leadership, from strategic vision to operational implementation. I can lead teams on the field and bring an expert eye on various functions.
- An M&A experience, from acquisition to implementation on the field.
- An international and multi cultural awareness, thanks to the different shareholders and governance models for which I worked and to which I had to adapt and helped my teams adapt to.

4 - Conclusion :

Today, my goal is to take the leadership of a company where I can use my experience of developing services activities, for instance in retailing, tooling, energy, electricity or facility management.