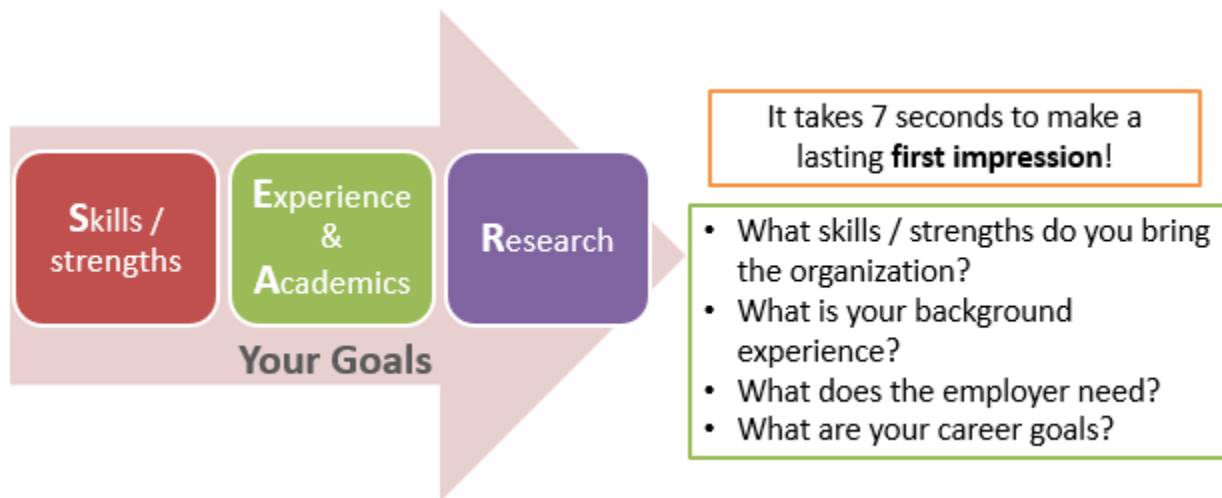


INTRODUCE YOURSELF: The 30-second Introduction (Elevator Speech)

The 30-second introduction is an essential tool for building your professional network, learning about career paths, and marketing your education and experiences to an employer. Your introduction is a conversation starter and should be concise and focused on your approach as well as demonstrate your knowledge and interest in the employer, industry, and/or opportunity. It can also be used in interviews when employers ask “tell me about yourself”. Utilize this Career Management Center resource to develop and perfect your introduction.

Smile as you introduce yourself and share a little about yourself. Keep this short and concise. You are trying to draw in the other person and start a conversation.

COMMON INTRODUCTION STRUCTURE - SEAR



SKILLS/STRENGTHS

Share specific strengths and skills that are most applicable to your target role. Where possible, integrate examples of specific accomplishments that showcase how you use those strengths to bring value to the organization.

EXPERIENCE/ACADEMICS

Provide a short description of your background. Focus on your most relevant and powerful experience(s), which may include education, work, internship, leadership, volunteer, community, military, and/or athletic experiences.

RESEARCH

Research information on target employers and positions to identify your most relevant skills and develop your pitch. Connect your skills and experiences to the interests of your target organization/opportunity.

YOUR GOALS

Describe your career and/or professional goals. If you are speaking with a specific employer, you will want to add how the organization or job opportunity fits with your goals.

EXAMPLE 1

Hello, my name is Joe Smith and I will be receiving my Bachelor of Business Administration degree in Finance from the University of Texas at Dallas in May of 2018.

During this past summer, I held an internship with Wells Fargo where I assisted customers with loan applications and other financial services. During the academic year, I worked an average of 20 hours per week as a math tutor on campus helping students with college algebra and statistics. In both instances I received very positive feedback from my clients on the level of service I provided.

As I look toward the future, I am very interested in using my analytical, communication and customer service skills within the financial services industry. From what I've learned about your company, I believe that I might be a good fit in an analyst role. I'd love to hear your perspective on this and any other suggestions you might have where my strengths might be of value.

EXAMPLE 2

Hi, my name is Jane Smith. I am a junior Bachelor of Business Administration candidate with a passion for numbers.

In my summer internship at Bank of America, I evaluated 200 dormant accounts, engaged with the clients, and recovered \$ 20,000. Feedback from the clients stated the process was helpful and guided them in the next steps to resolution.

I would love to apply my experiences and passion with Frost Bank as I know your clients consider your role as consultant vs. banker.

DISCUSSION TIPS & PRACTICE

The elevator speech represents a conversation starter only; therefore, keep your introduction to 30 seconds. Employers remember candidates that are confident and focused in their approach. Tell a memorable story that demonstrates your industry knowledge, enthusiasm, and preparedness. Utilize the space below to document and to practice your introduction.
