



Radford
UNIVERSITY

Career and Talent
Development

Elevator Pitch

Career Guide

Radford Career and Talent Development

Impactful Introductions: The Elevator Pitch

The best way to make a polished introduction is by practicing it beforehand so that it is nearly automatic when meeting someone new in an employment setting. By thinking of your introduction as a 30-second “elevator pitch” wherein you reveal some things about yourself in a concise yet thoughtful way, it will be easier to commit it to memory.

Here are some things to include in your elevator pitch:

- Your first and last name
- What you are good at and/or where you thrive
- What inspires and motivates you
- What you aspire to do or be
- Your university / what you are studying

Here’s an example:

“Hello, I’m Tanishia Collins, and it is a pleasure to meet you. I love the fast pace of a retail environment and thrive in a competitive team environment. I ultimately aspire to open my own design agency, and I am building solid experience as a design major and business administration minor at Radford University. I would love to learn more about your experience in the design industry.”

Now that the conversation is started, here are a few ways to keep the conversation going:

- I am excited to learn that your company is...
- Can you share more about...?
- What have you found to be most professionally rewarding in your career?
- I believe that we have in common... {we attended the same university... same major... same fraternity/sorority... mutual friend... experience with...}