

NETWORKING / ELEVATOR PITCH WORKBOOK

How will you introduce yourself to employers or professionals at career fairs or networking events?

Below are steps to help you get started

1. UNDERSTAND THE PURPOSE

Preparing will help you feel more confident in yourself and make great first impressions.

YOUR OBJECTIVE IS TO LET PROFESSIONALS KNOW:

- Who you are
- What do you do or want to do
- Skills and strengths
- Refer to experiences that relate to your skills and strengths
- Why you are contacting them/ what is your interest in the organization/industry/role?

2. IDENTIFY WHAT YOU WANT TO SAY

HERE IS A SAMPLE OUTLINE OF HOW YOU CAN START:

I am a...(student in level/program)

With experience in... (functions/capabilities)

My strengths and interests include... (unique activities/professional qualities)

I have worked with/for...(organizations/industries/fields)

I am seeking opportunities in... (organizations/industries/fields)

End with a question to ask them about their organization / role / industry

3. PREPARE YOUR OUTLINE AND PRACTICE OUT LOUD



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Below are samples to help you think about what you would like to say:

SITUATION: JOB FAIR

I will be graduating in the spring with a double major in Science and Economics and want to apply my knowledge of chemistry and business at work. When I job shadowed pharmaceutical sales rep recently, the role and industry were both a great fit with my experience and education. I know your organization is a leader in the area of respiratory diseases, which I studied extensively during my thesis research. Can you tell me a bit more about your firm's new graduate training program?

SITUATION: TALKING TO A FORMER PROFESSOR

I love working with ideas, and had planned to become a teacher, but after volunteering in a classroom, I understand that I enjoy gathering information more than I enjoy teaching. I'm considering research options—either as a grad student or in industry, so at this point, I'm talking with people doing both to get a sense of what might make the most sense for me as a next step. Is there anyone you could recommend that I speak with? I promise that I won't ask them for a job—just for information about what they do.

SITUATION: INFORMATION SESSION

I graduated from McMaster in December with an Honours English degree and have been working as an agent for a local real estate firm since that time. I was excited to learn more about your firm's expertise in real estate law and need for new talent with solid communication and critical thinking skills. My recent experience and educational background seem to be a great fit for the role. Could you tell me a bit more about your planned expansion?

SITUATION: EMPLOYER UNLIKELY TO BE HIRING

I'm just about to complete my studies and know that you probably don't have opportunities in your organization right now. However, I was wondering if you'd let me take you out for a coffee in exchange for ten minutes of brainstorming. I'm hoping to draw on your grasp of the field to generate some new ideas about employers who might benefit from someone with my skills.

SITUATION: SPEAKING WITH A STRANGER OR ACQUAINTANCE

I'm in my second year of Kinesiology, and I'm thinking about training as a chiropractor afterwards. At the moment, I'm looking into what other professions would allow me a lot of one-on-one time with people and to work with people who are well in addition to those who are injured. This summer, I'm hoping for paid or volunteer work that will give me an idea of what's right for me. I'm wondering if you might have advice or ideas of anyone I can follow up with about potential opportunities.



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SITUATION: INFORMATIONAL INTERVIEW OPPORTUNITY

This is the first meeting of the Canadian Public Relations Society that I've attended, and I am gaining so much relevant information. I'm still a student and haven't started working in the field yet—I want to make sure I'm a good fit for the industry. I enjoy establishing meaningful relationships with people, and I am very involved in my community. Would you have 15 minutes to share some of your insights into the industry in the next few weeks? I would love to hear an experienced professional's perspective on the industry's change and continuity over the past 10 years

