

3 Steps to Create an Effective Personal Pitch

Slide 1- Intro

A personal pitch is a clear introduction of yourself in a way that invites conversation toward a specific goal. It should be well written with a strong delivery.



Slide 2

Your well-crafted personal pitch can be used in a multitude of situations like:

- In an interview
- At a networking event
- At a career fair
- In a random encounter to introduce yourself

Slide 3

Step 1- The Destination

Where are you going?

Step 2- The Backstory

Where have you been?

Step 3- Tie it all together

What's your intended use? What do you want?

Pro Tip: Make it clear right away why they should be interested in talking with you; know your skills and interests and why you believe you would be a good fit.

Slide 4- Step 1: The Destination

The first step in crafting a personal pitch is being able to talk about what you want. This step is focused on the future – where you believe you want to go and how you believe you will get there.

Questions to consider:

- What are you looking to do for work, specifically?
- What impact do you want to have through your work?
- What impact do you want the work to have on you?
- Who are you striving to be in the future?

Slide 5- Step 2: The Backstory

The second step is examining your past circumstances and choosing examples of things you have done and the wonderful experiences you have had that will add to the story of you today and you in the future.

- Where have you been?
- What experiences have you had that match the story you want to tell?

Pro Tip: Keep examples consistent with the story you are telling and the impact you want. This is NOT your complete history or background!

Slide 6- Step 3: Tie it all Together

Step 3 is a connecting statement. It helps you bring steps 1 & 2 together and solidify what you want.

Consider your intended use for this version of your personal pitch.

Slide 7- Example

Gloria would typically introduce herself by saying,

“Hi. My name is Gloria and I’m a senior in materials science and engineering with a focus on biomaterials. I’m interested in working with biomedical devices after graduation.”

Here’s what she might say during a career fair.

Situation:

Gloria shakes hands with a recruiter at a company of interest and says,

“Hi. I’m Gloria and I’m looking to join a team where I can apply my materials science background to improve peoples’ quality of life by working on innovative biomedical devices.” **(Clear introduction)**

The recruiter smiles, so Gloria continues

*“Last summer I interned at an engineering consulting firm where I worked with a team of scientists, engineers and physicians to evaluate implant materials. I saw your posting in Handshake for a Quality Assurance Engineer and I think my skills and previous industry experience would be a good fit. **(Specific goal)** Could you tell me about your ideal candidate?”* **(Invites conversation)**

Slide 8- Now it's your turn!

Grab a notebook and brainstorm!

Your Situation:

(ex. I will be attending the upcoming Career Fair and have researched specific positions in companies – I've ranked my list and have a plan for which recruiter I want to talk with first and know "why them" "why me" and "why this position")

Your Goal:

(ex. To get an interview with one of my top 2 companies)

Your Pitch:

(Ex. "Hi. My name is Sandi and I'm interested in using analytics to deliver public health solutions. I'm a junior OR major and saw your internship posting which seems to match my skills and interests and I'd also like to know more about your current project in Haiti.")

For the complete Personal Pitch Workbook, visit our website at www.engineering.cornell.edu/careers under Networking.