



Employment Services

# Elevator Pitch & Interview Prep

April Webinar Series 2021

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EMPLOYMENT SERVICES

# CAREER LINK 2021 ONLINE

**MAY 6, 2021  
10:00 AM - 3:00 PM CST**



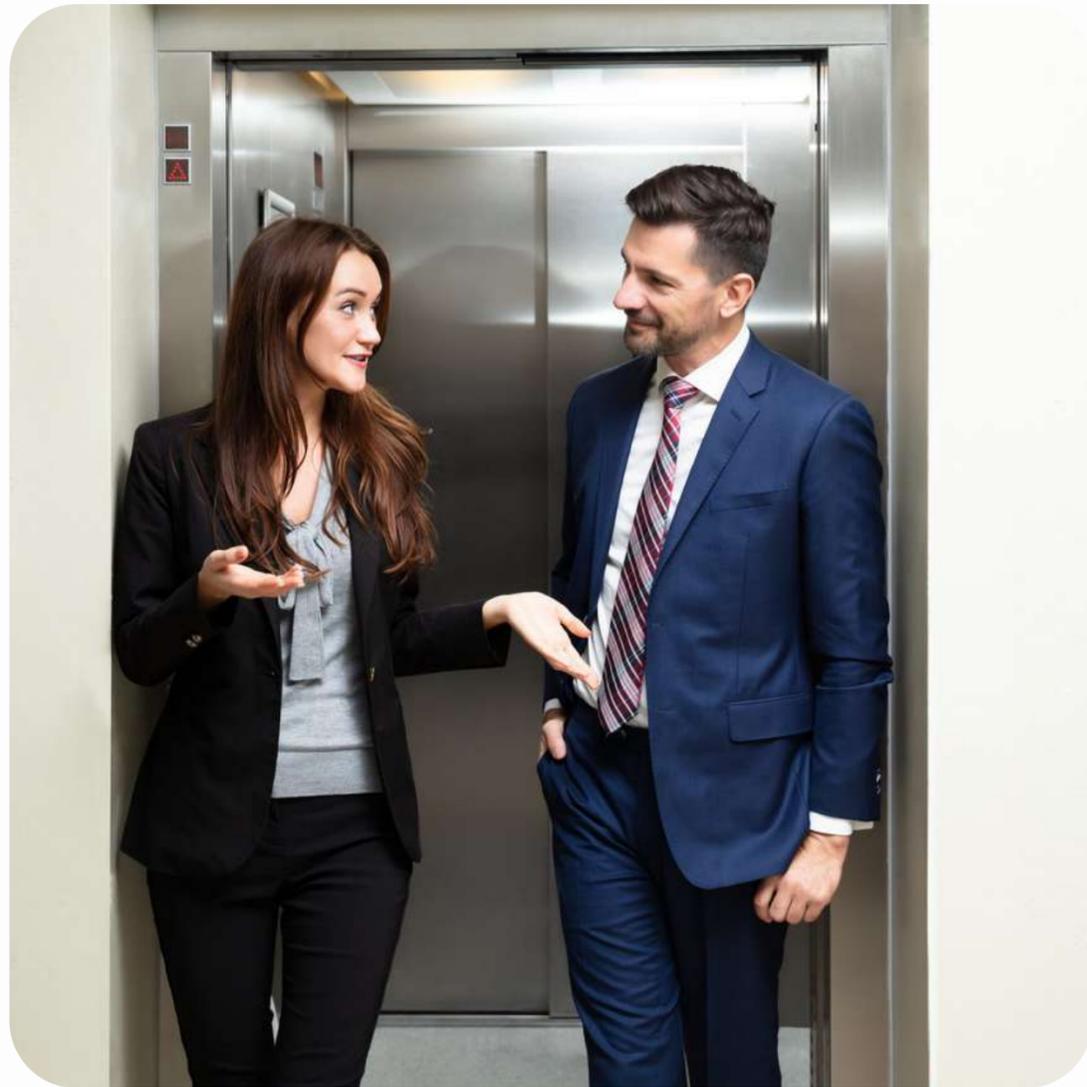
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[WWW.RODSCAREERLINK.VFAIRS.COM](http://WWW.RODSCAREERLINK.VFAIRS.COM)**

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# Elevator Pitch

## What is it?

An elevator pitch is a brief, persuasive speech that explains who you are, what you do, and what you are trying to accomplish.

A well-rehearsed elevator pitch can help you make a memorable first impression, build your network, and open the door to many opportunities.



# Your Elevator Pitch Should Be...

## **Descriptive**

Your aim is to introduce yourself to a potential employer or contact.

## **Persuasive**

It should be clear to your audience what you can offer or why you are worth getting to know.

## **Short**

Your elevator pitch should be maximum 30 seconds long.

## **Authentic**

It is important to come across as confident, but genuine.

# Preparing an Elevator Pitch

Essential components to consider when launching yourself as an author



Introduce Yourself



Summarize Your Background



Make the Connection -  
*What Can You Do for Them?*



Close with a Call to Action



Be Ready to Answer  
Follow-Up Questions

# Introduce Yourself

Hello, there!

Start strong with a warm and enthusiastic greeting. Make eye contact and ensure you have your audience's attention - *do not interrupt them!*

Remember to state your name clearly at the beginning of your pitch. Your tone should be enthusiastic but still professional.



# Summarize Your Background

## *Give yourself a label.*

Start by identifying your current role or target profession, along with your years of experience.

## *Identify your strengths.*

List 2-3 strengths from your work experience. If possible, offer examples. Make sure they are relevant to your audience!

## *Describe an achievement.*

Alternatively, describing a major accomplishment can help demonstrate what makes you a good candidate.

## *Provide context.*

You may need to provide additional context for your work or education, especially if they are not well known in Regina or Canada.

# Make the Connection

Tell your audience what you are looking for, and why you believe that you are a good match for them. What is it that excites you or motivates you about them, specifically?

Alternatively, identify challenges that their organization may be facing, and explain how you could provide a solution - *but always be respectful!*

**What can you do for them?**



# Close with a Call to Action

**Finish on a high note!**

Wrap up your elevator pitch by restating your goal and then making a specific request of your audience. For example, ask for their business card, to connect via LinkedIn, or how to apply in the future.

Note: It is usually considered bad form to ask directly for a job, especially after a first meeting.



# Answer Questions

**Keep the conversation  
going!**

Your audience may want to ask some follow-up questions - this is a good thing! Be prepared. Do not come across as defensive, condescending, or uncertain.



# Elevator Pitch Do's (and Don't's).

*Practice, practice, practice*

Write out your elevator pitch ahead of time. Memorize key points. Time yourself speaking so you don't exceed your 30 seconds.

*Always be positive!*

Use positive, strength-based language - avoid complaining, criticizing, or whining.  
If your audience is not receptive, politely move on!

*Body language and tone of voice*

Ensure your body language and tone of voice exhibit confidence and enthusiasm.

# Interview Preparation

*What to do and how to do it*

Getting Ready



# Do Your Research

Visit the **organization's website** to learn about their mission, vision, and values. Make sure you understand what products or services they offer.

Use resources like **Indeed** and **Glassdoor** to read about other people's interviewing experiences.

Watch for current news stories or announcements related to the company.



**Study Time**



# Practice Common Interview Questions

## **Tell me about yourself.**

Hint: Use your elevator pitch to answer this question.

## **Strengths & weaknesses?**

Employers are interested in both your positive and negative traits, and your self-awareness.

## **Motivation?**

Employers want to hire motivated candidates. What about this company or position interests you?

## **Where will you be in 5 years?**

Talk about concrete, achievable goals that are aligned with your target position.

# Behavioural Questions

Use the STAR Method to answer longer, more personal questions



*Situation*

Briefly describe what your role was at the time



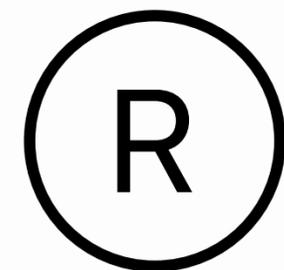
*Task*

Explain what problem you were working on



*Action*

Walk the interviewer through your actions, step-by-step



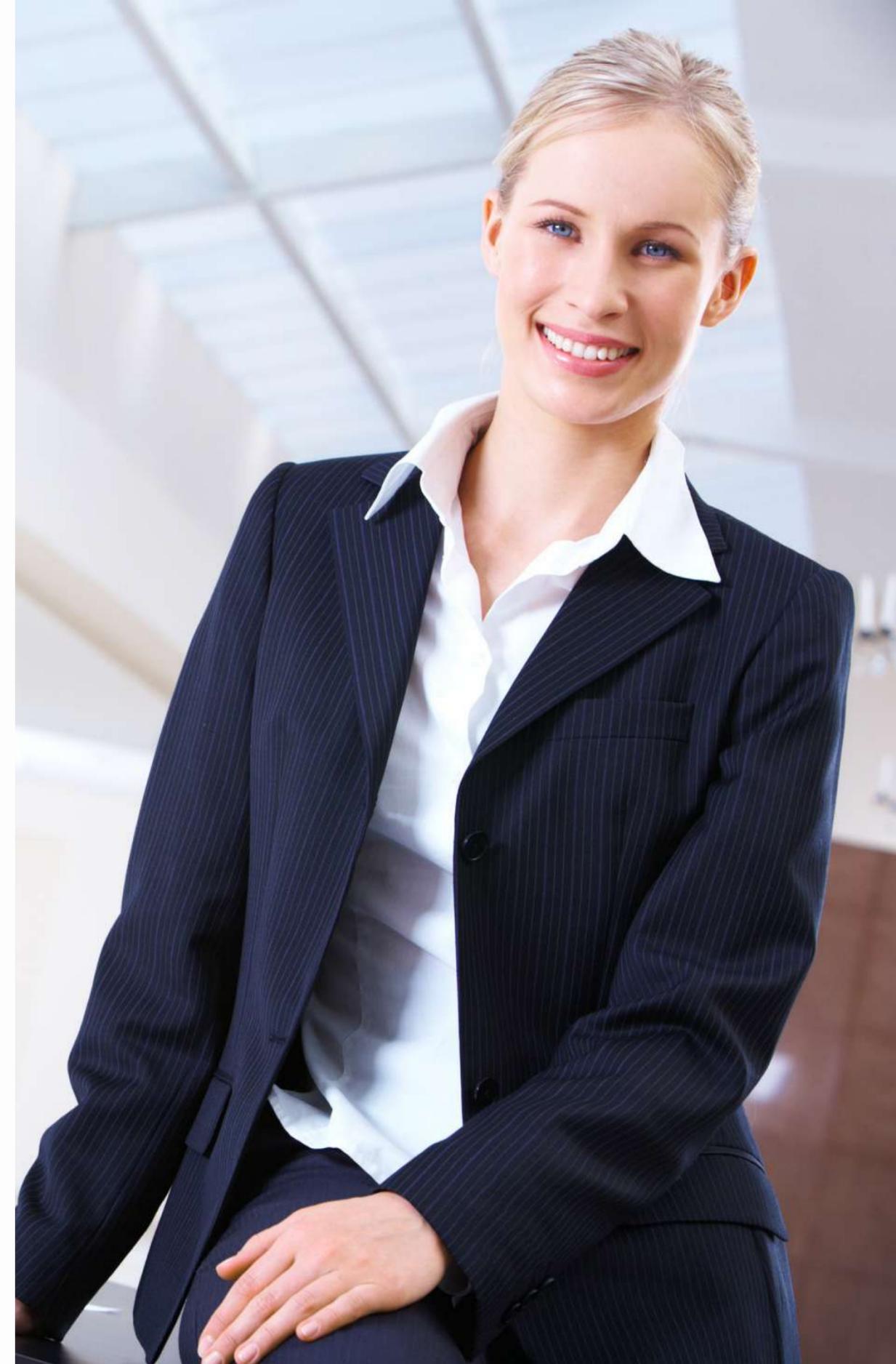
*Results*

What happened in the end? What did you learn?

# Dress for the Job You Want

**Clothes Make the Person**

Dress professionally - even if the interview will be conducted virtually! If you are unsure about dress code, call the company to ask. It's generally better to be overdressed than underdressed.





# Follow-Up

Whether a planned interview or a chance encounter at a job fair, you should make a point of sending a short, thank you card or email to your interviewer. This shows you are serious about the job and demonstrates positive interpersonal skills.

Remember to grab a business card at the end of the interview, if you don't already have their contact info.

**Say Thank You!**

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# Online Interview Etiquette

If you are preparing for an online interview, make sure you set the event in your calendar and have the log in credentials for the meeting. You may require a password, etc. Still show up 5 minutes early as you would in person. Have a full battery charge or plug in nearby. Dress as you would in person, professionally.



# Communication Online

1

Even though you are chatting by video call, ensure that you still look at the camera as if you were looking the employer in the face. Don't stare at your thumbnail or off into the distance while talking.

2

Keep your camera on a steady surface. Don't balance your laptop on your legs or carry your phone around with you while you talk. Let the employer focus on your response and be present in the moment.

# Have What You Need

3

Make sure you have logged in or tested the platform you will be using for the interview. Make an account if necessary and secure your internet connection. TEST your video and audio setup

4

Make sure you are physically prepared to appear on camera. Address any distractions in the room and set up good lighting.





# Presenting Your Best Self Online

5

Speak clearly and slowly. Ask clarifying questions if you need to! In a virtual interview, you cannot rely as much on body language cues. Text communication should be professional - no emojis!

6

Take advantage of your digital environment! Prep your notes ahead of time and have a copy of your resume open on your computer. In some situations, it may even be appropriate to screen share - especially your portfolio.

# Where to Register?

**CAREER LINK 2021**  
O N L I N E J O B F A I R



*Website:*

[www.rodscareerlink.vfairs.com](http://www.rodscareerlink.vfairs.com)



*Questions? Call us at:*

**306-352-3521**



*Email us at:*

[employment@rods.sk.ca](mailto:employment@rods.sk.ca)

# Thank You!

Don't forget to join us for Part  
4 next Wednesday (April 28)!

*Sign up for the April Webinar  
Series (Links in the Chat)*

