

## PERSONAL PITCH

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One key element to networking and feeling confident doing so is knowing yourself and what you have to offer. Therefore, when it comes to connecting with people you're meeting at a networking event, a party, on the bus or for an info interview over coffee, you want to be able to speak to your strengths and who you are. Creating a Personal Pitch, sometimes also called an elevator pitch, can help to prepare you for such occasions in which you need to introduce yourself and tell others what skills, strengths, and experience you bring to the table.

You want your Personal Pitch to be short, yet provide enough detail so that it is unique to you. Be sure to include some personalized specifics that will allow the person listening to ask you some follow up questions. Your Personal Pitch should be a tool to introduce yourself and spark conversation.

Here are some points that you can consider including:

- Program of study, expected graduation date
- Summary of relevant experience
- Key skills and strengths
- Type of work you're interested in
- Conversational approach

Examples:

### **Computing Example 1 – Inquiring about a specific job opening**

*“Hello, my name is Charlie. I am studying the Technical Web Designer Certificate program at BCIT. I noticed from your website that you have an opening for a multimedia developer, which matches my experience. I have experience in photography, film production, and web design and development. Also, my background in fine arts helps me understand how to create visually dynamic websites with a human-centered design approach. Can you please tell me a little more about your multimedia developer position?”*

### **Computing Example 2 – Inquiring about specific company information**

*Amir: Hi, my name is Amir. I'm currently in my 1<sup>st</sup> year in the Computer Information Technology Program.*

*Are you familiar with the program? It's a broad program which covers quite a few areas of tech, so I'm exploring different pathways after graduation.*

*I was researching your company and see that you have many different departments including a product division, business development, and digital marketing. I was wondering if I could ask you some questions about different specializations of your company? What are the most important technical tools teams use? How do you assess whether someone is proficient in a language/tool?*

*Employer: Yes, absolutely!*

*Amir: Do you tend to hire new grads in all your departments? Do employees have opportunities to move to a different division internally?*

**Business – Trying to build a professional network**

*Yujin: Hi, I'm Yujin, nice to meet you! Have you been to BCIT before?*

*Recruiter: Actually, I haven't been on campus in the last couple of years. I see there have been some renovations. It's a beautiful space. Where are you in your program?*

*Yujin: I'm in my 3<sup>rd</sup> year of the Bachelor of Accounting program, graduating next May 2020 I have been exploring different service lines and am quite interested in pursuing Tax. I've recently volunteered for the Tax Clinic here at BCIT and really enjoyed interacting with the clients and answering their questions. What area did you start in?*

*Recruiter: I started in general accounting but moved into Audit work and have worked on many accounts.*

*Yujin: It was great to meet you, looks like you have a lot of students that would like to chat with you. I would love to continue the conversation. Can we connect on LinkedIn?*

**Engineering – Inquiring about student/new grad summer work opportunities**

*Manjeet: Hi, I'm Manjeet. How are you enjoying the event?*

*Industry Rep: It's a great turn-out, lots of energy in the room!*

*Manjeet: I met a representative from your company last year and learned about your summer opportunities. I'm in my 2<sup>nd</sup> year of the Civil Engineering program at BCIT and exploring opportunities to gain some experience over the summer. I understand from the info session that you typically start the hiring process in January. I'm working on my application for the summer student role and would like to know what kind of things you look for in the application? Anything particular that stands out to you?*

Create your Personal Pitch below. Writing in point form will keep you from memorizing your Pitch and making it sound too rehearsed. If you have the key points in mind, you're more likely to be able to deliver your Personal Pitch in a casual and natural style.

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