



## COMPELLING INTRODUCTIONS AND POSITION STATEMENTS

Crafting a concise and compelling introduction (sometimes called an “elevator pitch” or position statement) is a common way to answer the “tell me about yourself” interview questions, introduce your professional goals, or how you can be of assistance to individuals or organizations at networking events. These introductions should be polished and customized based on your target audience and should be 30-60 seconds.

### QUESTIONS TO ASK YOURSELF

1. Where are you now in your career journey? Where have you been to get to this point? Where do you want to be in the future? Begin with the end in mind.
2. What do you want individuals to know about you from your introduction?
3. What is your goal for the introduction?

### CRAFTING YOUR INTRODUCTION



**1. Who you are , what you do, and what your goals are**

I am a student at the University of Florida majoring in \_\_\_\_ . I have experience in \_\_\_\_ . My long term career goals surround solving problems in \_\_\_\_ area.

**2. What are your strengths, values, skills, personal attributes, and successes? What do you know?**

My success in [insert **experience**] to solving problems utilizes my strengths in \_\_\_\_ and guiding values of \_\_\_\_ .

**3. How can you contribute based on your research of the organization?**

As a leader in xyz, I see that your team does \_\_\_\_, and I believe I can bring a fresh perspective and help you achieve \_\_\_\_ goals

**4. Wrap up with next steps**

I think I am a great fit for this organization and I am excited for an opportunity to learn more your opportunities.

### PUT IT ALL TOGETHER

Use the space below to draft your pitch: