



MENTORCONNECT

Effective Presentation - Mentor Resource

ELEVATOR PITCH



ABOUT MENTORCONNECT

[The MentorConnect program](#) brings together skilled immigrants and established professionals in occupation-specific mentoring relationships. Skilled immigrants entering the program have the education, experience, and language skills to succeed in the Canadian labour market. However, they may not understand the Canadian context of their profession, workplace culture, or know how to translate their skill sets. Often what they need are the local insights and access to professional networks that a one-on-one connection with a local mentor can offer.

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EFFECTIVE PRESENTATION

ELEVATOR PITCH



What is an Elevator Pitch?

An elevator pitch is a brief and compelling summary that introduces a person, describes their work or expertise, and highlights what they bring to the table. The name "elevator pitch" comes from its intended duration - it should be concise enough to deliver within the span of a short elevator ride, typically lasting between 30 seconds to two minutes.

This tool is incredibly powerful as it assists a mentee in creating a lasting and impactful first impression. Additionally, it enables them to take advantage of employment or professional development opportunities that align with their strengths.



When to Use an Elevator Pitch?

It is a versatile tool that can be used in a variety of situations- job fairs, job interviews, networking events, social gatherings, community meetings, and even social media platforms like LinkedIn (See *Online Networking* in the next section of this resource) where the mentee can share their story. It is great for making a strong first impression and effectively communicating their background or their experience.



Who is the Target Audience for an Elevator Pitch?

For a pitch to be effective, it is important to customize it according to the specific context and audience that is being addressed (i.e., potential employers, colleagues, or network contacts).



How to Craft an Intelligent Elevator Pitch?¹

Hook:

- The mentee starts with an attention-grabbing opening statement that captivates the listener. They will use a relevant fact, a thought-provoking question, or highlight a problem that can be solved. This will immediately engage their audience to pay closer attention to what the mentee will say next.

Introduction:

- The mentee provides their name, a brief description of their personal or professional background, highlighting any relevant experiences or qualifications. The mentee can also mention their immigrant status and journey.

Highlight Unique Value:

- The mentee explains what sets them apart and what they bring to the table and shares their skills, experiences, and achievements that are relevant to their goals.

¹ Adapted from mindtools.com.

Express Aspirations:

- The mentee discusses their future goals with enthusiasm and commitment and how these goals align to the audience the mentee is addressing.

End with a Call to Action:

- The mentee closes their pitch with a clear and concise call to action. This can be a request for a meeting, more information, or an invitation for further conversation.

**What is an Example of an Elevator Pitch?²**

An elevator pitch is a dynamic tool that can evolve as your mentee gains more experiences and insights. It's an essential part of their personal branding journey as a newcomer to British Columbia and can help them seize opportunities and build valuable connections in their new community.

Example of an elevator pitch:

"Hi, my name is [Name], and I bring the world to your doorstep. With a background in [industry/field], I'm on a mission to merge my expertise in [specific area of expertise] with fresh perspectives from around the globe. I've honed my skills in [relevant skills/experiences] across diverse environments. Now, I'm eager to learn from experienced professionals like you and grow the value I can bring to your team. I'd love the opportunity to connect further and explore how we can collaborate."

**Remember:**

- Practice the pitch until it flows naturally.
- Tailor the pitch to different situations and audiences.
- Be authentic and genuine in the delivery.
- Keep it concise and focused.
- Pay attention to body language, tone, and facial expressions when delivering the pitch.

**Elevator Pitch - Practice**

1. Hook

2. Introduction:

² Adapted from blog.hubspot.com.

3. Unique value:

4. Aspirations:

5. Call to Action



How to Improve Elevator Pitch skills with your Mentee?

As mentioned above, one of the most important situations where a person can use an elevator pitch is at a networking event. In this sense, crafting a strong and meaningful elevator pitch is also a networking skill.

To develop this skill more efficiently, practicing and refining your mentee's elevator pitch can be particularly beneficial, as you can provide a safe space for feedback and introduce them to their network for real-world practice.

Here is an example of how you can practice this skill with your mentee:

Roleplay scenario³ with Mentor - Practice

You can use mentorship as an opportunity to play the role of a job seeker/ candidate/ Employer/ Hiring Manager/ etc. and practice crafting the appropriate elevator pitch. Stress management and building rapport are only a few of the benefits of this practice.

Example:

Scenario:

- Your mentee is attending a networking event and wants to make an effective first impression.

³ Adapted from mentorcliq.com.

Mentee's objective:

- 'I am attending a networking event and want to introduce myself effectively to a potential contact. My goal is to make a memorable first impression.'

Key questions:

- How can your mentee introduce themselves confidently at a networking event?
- What are some common icebreakers to start a conversation?

Helpful hints:

- Help your mentee prepare a brief introduction about their background, skills, and what they are looking to achieve.
- Remind your mentee to use open body language and project self-assuredness.

Basic Version - Example:

Approaching someone at a network event

Mentee #1: 'Hi, I'm [mentee name]. I'm new to the area and looking to connect with professionals in [industry/field]. How's your experience been at these events?'

How would you rate this pitch?

1 (poor) 2 3 4 5 (great)

Mentor's Feedback #1: 'Good start, but let's work on making your introduction more engaging. Begin with a strong hook to capture their attention and be confident in your language and tone.'

Improved Version - Example

Mentee #2: 'Hi, I am [mentee name], and I bring the world to your doorstep. I'm an emerging professional in {industry/field}, eager to connect, learn, and share experiences. How has your experience been at these events?'

Your Feedback to your mentee #2: 'In this revised introduction, we've incorporated a stronger hook by emphasizing the value you can bring to the conversation. Starting with "I bring the world to your doorstep" is attention-grabbing and clearly conveys that you offer a unique perspective. It's engaging and encourages a more dynamic and interesting conversation. Remember to maintain a confident tone and body language to match your engaging introduction.'

QUOTE: *"Vulnerability sounds like truth and feels like courage. Truth and courage aren't always comfortable, but they're never weakness."*

ONLINE NETWORKING

Leveraging online networking is crucial for expanding professional connections and influence. A well-crafted elevator pitch is not only effective in face-to-face interactions but also a powerful tool in virtual settings. The pitch can be used to introduce one succinctly in online forums, webinars, and social media, helping you engage with industry leaders and foster valuable relationships. Platforms like **LinkedIn** provide an ideal space to showcase the pitch, connect with peers, and participate in professional discussions, enhancing visibility and network.

Why is LinkedIn Important?⁴

LinkedIn is the world's leading professional social media site. With over one billion users as of March 2024, LinkedIn is a hotbed of networking, job postings, and professional development. LinkedIn's features include one of the world's largest and most powerful job boards, the ability to build your brand, the opportunity to research companies and their employees, access to industry news, and much more.

LEVERAGING THE MENTEE'S ONLINE PRESENCE ⁵

Finding a job as a newcomer in Canada can be challenging, but with the right strategies, my mentee can significantly improve their prospects by understanding the job market, networking effectively, tailoring their application materials, and continuously enhancing their skills.

Here are some strategies you can advise your mentee to leverage their online presence effectively:

Leverage Online Resources:

- Leveraging LinkedIn as a job search tool offers plenty of benefits, including professional networking, visibility, job listings, and more.

Crafting a Targeted Resume and Cover Letter:

- A well-optimized resume and cover letter can significantly boost chances of getting noticed by potential employers. You can help your mentee tailor their resume and cover letter to include relevant keywords and consider shooting a short video resume (where applicable.)

Networking:

- Networking, both offline and online, is a powerful tool that can open doors to job opportunities. Your mentee can attend local networking events (etc. Meetup.com), engage in online communities, forums, and join LinkedIn groups to expand their virtual network.

Researching and Targeting Employers:

- You can help your mentee dive into potential employers' websites and social media profiles to gain insights culture and priorities.

Keywords:

- Using online job search engines and platforms, your mentee can enter industry-specific keywords, job titles, and locations relevant to the search.

⁴ Adapted from LinkedIn.com and IECBC Tech Bootcamps.

⁵ Adapted from arrivein.com, immigration.ca.

Building a Personal Website or Portfolio:

- Creating a personal website or portfolio can set your mentee apart from other job seekers and serve as a digital testament to their skills and accomplishments.

Tailoring Application Materials for Applicant Tracking Systems (ATS):

- Many employers use ATS to screen resumes. To ensure your mentee's application isn't filtered out, you will help them optimize their resume with ATS-friendly formatting.

Continuous Learning and Skill Enhancement:

- Your mentee should stay updated on industry trends, new technologies, and evolving best practices.

Showcasing Cultural Adaptability:

- Your mentee can highlight their ability to adapt to different cultures and work environments, application materials, and interview formats.

Highlighting Transferable Skills:

- Emphasize communication, teamwork, and problem-solving skills amongst other important soft skills.

Expanding their Network:

- Connect with professionals, including those in desired industry of interest. Personalize connection requests to explain goals.

Follow Canadian Companies:

- Engage with company content to stay updated on job opportunities and industry trends.

Joining LinkedIn Groups:

- Participate in groups relevant to their desired field, city, or interests. It's a great way to network and learn from others.

Showcasing Canadian Education or Certifications:

- Highlight any acquired Canadian education or certifications on their profile.

Seeking Recommendations:

- Request recommendations from colleagues, professors, or mentors who can vouch for skills and work ethic.

Customizing Job Searches:

- Use LinkedIn's job search feature and customize location and job preferences. Set up job alerts for relevant positions.

Sharing Content:

- Share relevant articles, insights, or updates related to desired industry. This shows engagement and expertise.

Attending Networking Events:

- Look for local networking events, both in-person and virtual, and actively participate to build meaningful connections.

***Reminder:** Consistency and patience are key when using LinkedIn to find jobs. Mentees should keep their profile up-to-date and engage with the network regularly to increase chances of finding employment.

EFFECTIVE STORYTELLING

One powerful tool to help convey your experiences and skills clearly and concisely is to craft a compelling narrative and one of the methods to do so is STAR. This structured approach ensures your stories are engaging and impactful, making it easier for employers, mentors, and peers to understand your capabilities and achievements.

**Crafting Compelling Narratives with STAR**

The STAR method can be a valuable tool during interviews and networking events. With this method, you can effectively communicate your experiences and skills in a structured and engaging way. This not only makes it easier for potential employers and mentors to understand mentee's capabilities but also increases chances of making a positive impression.

**How to Use the STAR Method**

S - Situation: Describe the situation or context where your story takes place. This sets the stage and provides necessary background information.

T - Task: Explain your role or responsibilities within that situation. What were you specifically tasked with accomplishing?

A - Action: Detail the actions you took to address the situation or task. Describe the steps you followed, highlighting your skills and decisions.

R - Result: Share the outcomes or results of your actions. Quantify your achievements whenever possible and explain how your contributions had a positive impact.

Example**Situation:**

“In my previous role as a project coordinator, we encountered a budget shortfall during a critical project.”

Task:

“I was responsible for finding a solution to ensure the project's successful completion.”

Action:

“I conducted a thorough cost analysis, identified areas for cost reduction, and negotiated with suppliers to secure discounts. I also reorganized the project schedule to optimize resource allocation.”

Result:

“As a result of these efforts, we not only completed the project within the revised budget but also finished ahead of schedule, saving the company \$50,000 and earning recognition for my problem-solving skills.”

Using the STAR method allows you to effectively showcase your skills, adaptability, and accomplishments. Additionally, you can impress and convey your qualifications to potential impactful people in your network.

**Remember**

To help your mentee communicate their skills and experience more effectively, guide them to:

- **Practice:** Practice your stories in advance to ensure you can deliver them smoothly during the interview.
- **Use Specifics:** Provide concrete details, numbers, and examples to make your stories more compelling.
- **Be Concise:** Keep your responses concise, focusing on the most relevant details.
- **Stay Positive:** Emphasize positive outcomes and your contributions.
- **Tailor Stories:** Customize your stories to align with the job requirements and company culture.
- **Stay Honest:** Always be truthful in your responses.

By following these storytelling techniques and tips, your mentee can effectively convey their skills and experiences during interviews and make a strong impression on potential employers.

**Crafting Compelling Narratives with STAR - Practice**

Use the space below to practice communicating skills and experiences with your mentee:

Situation: Describe the situation you are facing or the challenge you are trying to overcome.

Task: What is the task you need to complete or the goal you want to achieve?

Action: What actions did you take to complete the task or achieve the goal?

Result: What was the result of your actions? What did you learn from this experience?

Whether you are a mentee preparing for an interview or a mentor in a networking event, mastering the STAR method will enhance your communication effectiveness, allowing you to showcase your skills, adaptability, and accomplishments with confidence. Remember to practice your stories, use specific details, be concise, stay positive, tailor your stories to the context, and always be honest in your responses. With these tips and the STAR method, you will be well-equipped to communicate your qualifications compellingly and effectively.

Did you find this resource helpful? Do you have any further suggestions or ideas to share with us?



Contact Us

For further information contact us at:

Email: mentorconnect@iecbc.ca

Website: <https://iecbc.ca/our-work/programs/mentorconnect/>



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