



MENTORCONNECT

Effective Presentation - Mentee 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 you in creating a lasting and impactful first impression. Additionally, it enables you to take advantage of employment or professional development opportunities that align with your strengths.



### When to Use My 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 this resource) where you want to share your story. It is great for making a strong first impression and effectively communicating your background or your experience.



### Who Is the Target Audience for My Elevator Pitch?

For a pitch to be effective, it is important to customize it according to the specific context and audience you are addressing, including potential employers, colleagues, mentors, or anyone you come across in your professional life.



### How to Craft an Intelligent Elevator Pitch?<sup>1</sup>

#### Hook:

- Start with an attention-grabbing opening statement that captivates the listener. Use a relevant fact, a thought-provoking question, or highlight a problem that can be solve. This will immediately engage your audience and encourage them to pay closer attention to what you have to say.

#### Introduce Yourself:

- Provide your name along with a brief personal or professional background, highlighting any relevant experiences or qualifications. You can also mention your immigrant status and journey.

#### Highlight Unique Value:

- Explain what sets you apart and what you bring to the table. Share your skills, experiences, and achievements that are relevant to your goals.

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<sup>1</sup> Adapted from mindtools.com.

**Express Aspirations:**

- Discuss your future goals with enthusiasm and commitment and how they align with the opportunity or audience you are addressing.

**End with a Call to Action:**

- Close the 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?<sup>2</sup>**

An elevator pitch is a dynamic tool that can evolve as you gain more experiences and insights. It's an essential part of your personal branding journey as a newcomer in British Columbia and can help you seize opportunities and build valuable connections in your new community. In the previous section steps to craft your elevator pitch were described. In this part, read an example of an elevator pitch that can inspire yours:

***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 yourself and amplify 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 pitch.

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<sup>2</sup> Adapted from [blog.hubspot.com](http://blog.hubspot.com).



## Elevator Pitch- Practice

1. Hook

2. Introduction:

3. Unique value:

4. Aspirations:

5. Call to Action



## How to Improve your Elevator Pitch skill with your Mentor?

As mentioned above, one of the most important situations where you 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 elevator pitch with mentors can be particularly beneficial, as they can provide a safe space for feedback and introduce you to their network for real-world practice.

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



### Roleplay scenario<sup>3</sup> 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:**

- You are attending a networking event and want to introduce yourself effectively to a potential contact. Your goal is to make a memorable first impression.

##### **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 you introduce yourself confidently at a networking event?
- What are common icebreakers to start a conversation?

##### **Helpful hints:**

- Prepare a brief introduction about your background, skills, and what you are looking to achieve.
- Use open body language, exude self-assuredness (shake hands and make direct eye contact only if you are comfortable with these gestures.)

#### **Basic Version - Example:**

Approaching someone at a networking 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?'

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<sup>3</sup> Adapted from mentorcliq.com.

### How would you rate this pitch?

1 (poor) 2 3 4 5 (great)

**Mentor 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?’

**Mentor Feedback #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 are not 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? <sup>4</sup>

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.



### What are employers looking for on LinkedIn?

#### Keywords

LinkedIn’s algorithm relies heavily on keywords and so ensuring a jobseeker’s profile includes relevant keywords is crucial. To determine what keywords to use, try typing relevant phrases or terms in the search bar of LinkedIn, and use those which have the largest draw.

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<sup>4</sup> Adapted from LinkedIn.com and IECBC Tech Bootcamps.

Keywords are best used in the headline section of LinkedIn. Ideal headlines include at least seven to 10 words and are highlighted prominently in search results. Further, headlines should not be filled with jargon or inaccessible details. Keywords can also be utilized in a job seeker’s skills and endorsements.

### “Above the Fold” Content

“Above the fold” refers to content that is immediately visible on a user’s computer screen when opening a LinkedIn profile. This includes:

- profile’s background picture
- profile photo
- headline
- The beginning of their profile summary

According to LinkedIn, users with a profile photo receive 21 times more profile views. Photos should be professional, up-to-date, and recognizable.

The first line of the summary should be engaging and interesting. Sentences like “I am a software developer looking for a job” come across as uninspired and will not lend themselves to engagement. Instead, leverage a professional narrative to help craft an engaging introduction. Personal touches can help humanize what is otherwise a very repetitive experience of searching LinkedIn.

### About Page (Profile Summary)

In addition to crafting an engaging first line, it is critical that the profile summary is complete. 92% of the people who view a profile will read the *about page* and only then decide if they want to learn more.

Remember, the *about page* is a summation of the person. Provide a brief and engaging summary to answer questions such as:

- Who are you?
- What do you do?
- Your top skills
- Recent achievements

### Verifiable, Credible Information

Immigrant credentials are often treated with higher levels of skepticism. The concern surrounding newcomer credentials is most pronounced in regulated sectors (e.g., healthcare, accounting, education) but exists in non-regulated sectors as well.

LinkedIn can be a powerful asset for newcomers in combatting this stigma. Occupational registration details and links to certifications, links to employer websites, and brief descriptions of previous employers can help to assure talent acquisition specialists and hiring managers that a newcomer’s experience is real.

### Robust Work History

Most generic LinkedIn profiles include only the name of the employer, job title, and dates of employment. While this is sufficient to explain what it is someone did, it does not go beyond a resume



in positioning oneself for a potential employer. Further, it does not effectively capture SEO and keyword opportunities.

Copying and pasting duties and achievements from a resume to a LinkedIn profile is a good start to furnishing a LinkedIn work history section. Beyond this, skilled newcomers can focus on highlighting how this experience has set them up for new challenges in Canada.

## HOW TO ELEVATE MY ONLINE PRESENCE?

Finding a job as a newcomer in Canada can be challenging, but with the right strategies, you can significantly improve your prospects by understanding the job market, networking effectively, tailoring your application materials, and continuously enhancing your skills. Here are some strategies you can use to leverage your online presence:

### 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 my chances of getting noticed by potential employers. You should tailor them to include relevant keywords and consider shooting a short video resume.

### Networking:

- Networking, both offline and online, is a powerful tool that can open doors to job opportunities. You should attend local networking events. You can engage in online communities, forums, and LinkedIn groups to expand your network virtually.

### Researching and Targeting Employers:

- You should identify potential employers that resonate with your skills and career aspirations. Dive into their websites and social media profiles to gain insights into their culture and priorities.

### Keywords:

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

### Building a Personal Website or Portfolio:

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

### Tailoring Application Materials for Applicant Tracking Systems (ATS):

- Many employers use ATS to screen resumes. To ensure your application isn't filtered out, you should optimize my resume with ATS-friendly formatting.

### Continuous Learning and Skill Enhancement:

- You should stay updated with industry trends, new technologies, and evolving best practices.

### **Showcasing Cultural Adaptability:**

- You can highlight your ability to adapt to different cultures and work environment, your application materials, and interviews.

### **Optimize Your Profile:**

- Create a professional LinkedIn profile with a clear profile picture and a detailed summary of your skills, experiences, and goals.

### **Highlight Transferable Skills:**

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

### **Expand Network:**

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

### **Follow Canadian Companies:**

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

### **Join LinkedIn Groups:**

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

### **Showcase Canadian Education or Certifications:**

- If you have acquired Canadian education or certifications, highlight them on your profile.

### **Seek Recommendations:**

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

### **Customize Job Searches:**

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

### **Share Content:**

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

### **Attend Networking Events:**

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

**REMEMBER**

Consistency and patience are key when using LinkedIn for job searching. Keep your profile up-to-date and engage with your network regularly to increase your 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 called 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 your capabilities but also increases your 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 employers and mentors.



**Remember**

For more effective communication of your skills and experience, follow these tips:

- **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.



**Crafting Compelling Narratives with STAR - Practice**

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

**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 preparing for an interview or 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:

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