



MENTORCONNECT

Effective Presentation

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.

Financé par :



Immigration, Réfugiés
et Citoyenneté Canada

Funded by:

Immigration, Refugees
and Citizenship Canada

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:

3. Unique value:

4. Aspirations:

5. Call to Action

² Adapted from blog.hubspot.com.



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.

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's 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.'

³ Adapted from mentorcliq.com.

Improved Version - Example

Mentee #2: ‘Hi, I am [mentee’s 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.



What are employers looking for on LinkedIn?

Keywords

LinkedIn’s algorithm relies heavily on keywords 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.

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.

⁴ Adapted from LinkedIn.com and IECBC Tech Bootcamps.

“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: background picture, profile photo, headline, and 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 summary 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.

LEVERAGING MY 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 use to leverage your mentee's 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.

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.

⁵ Adapted from arrivein.com, immigration.ca.

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.

**REMEMBER:**

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 their stories in advance to ensure they can deliver them smoothly during the interview.

Use Specifics:

- Provide concrete details, numbers, and examples to make their stories more compelling.

Be Concise:

- Keep their responses concise, focusing on the most relevant details.

Stay Positive:

- Emphasize positive outcomes and their contributions.

Tailor Stories:

- Customize their stories to align with the job requirements and company culture.

Stay Honest:

- Always be truthful in their 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 Stories 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.