Elevator Pitches and Career Stories

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These workshops will cover . . .

- CVs and Resumes
- Cover letters
- **Elevator Pitch and Career Stories**
- Interviewing – informational and formal
- Networking

Keep an eye out for future offerings and perfect your style!
Workshop Objectives

- Describe elevator pitch (EP) and career story (CS) essentials and situations
- Practice developing your EP and CS
- Deliver your EP and CS
- Feedback on your communication skills
- Rinse and repeat . . .
What’s an Elevator Pitch?
What’s an Elevator Pitch?

- Comes from the business world.
- Clear, accessible *(i.e. NO JARGON)*, explanation of your science in 30 – 60sec.
- Goal is to engage, excite, and start a conversation.
Elevator Pitch Example

https://www.cirm.ca.gov/our-funding/stem-cell-elevator-pitch-challenge
What’s a Career Story?

- Similar to a branding statement
- Clear, concise, description of your career goals in 30 – 60sec.
- Describes *who you are*, not what you do
- Goal is to engage, excite, and *start a conversation*. 
When can you use them?

- Social situations
- Poster presentations
- **Networking**
- Informational interviewing
- Job interviews
- Teaching/Mentoring
- Etc. . . .

Together they tell the story of *who you are* and *where you want to go*!