

PLT CANADA

HOW TO CREATE A PERSONAL ELEVATOR PITCH

A foolproof elevator pitch template



01
Introduce yourself

[Professional Persona]



02
Present the problem

[Problem]



03
Present your solution

[Action]



04
Share your value proposition

[Result]



05
Add a call to action

[Your Offer]

PLT Canada's Green Jobs Elevator Pitch Worksheet

What is an elevator pitch?

It is a short introduction to yourself, often used in networking situations, job interviews, and when meeting new people.

GOAL: Quickly communicate the key points about yourself and the value you bring.

Example 1:

My name is Shuya Huang, and my role here at Project Learning Tree Canada (PLT Canada) is to coordinate the Internship funding program.

[Professional Persona], Knowing that more and more young Canadians want to enter the Green Sector **[Problem]**, my work engages diverse Canadian youth like myself, and supports their green career pathways **[Action]**. In doing so, I help them form strong partnerships with forest and conservation sector employers. **[Result]**

I would like to connect with more diverse Canadian youth and help them explore new green career pathway opportunities and lead them to be more purposeful and confident in their career choice. **[Your Offer]**

Example 2:

I'm a recent graduate from York University with a degree in Communications. I've worked as a social media coordinator for a local conservation authority for the past two years **[Professional Persona]**.

To increase their social media presence **[Problem]**, I identified the content gap and utilized my proficiency in Photoshop to create graphics **[Action]**. During my time there, their social media followers increased from 400 to 20,000 **[Result]**.

I'm looking for a full-time social media coordinator position, and I believe my experience will be beneficial for your organization. **[Your Offer]**

Professional Persona (introduce yourself: you can include your education, work experience, current role, etc.)

PAR formula (Problem – Action – Result)

Problem (what is the issue that you have solved/are solving/want to work on solving)

Action (what steps did you take to address the problem identified above?)

Result (what happened as a result of the action you took?)

Your offer (what you are specifically looking for in this networking situation. Connections, tips on the job hunt, a mentor, etc.?)

Other free networking resources from PLT Canada:

- Job interviews and networking course
- Networking strategies webinar
- Reaching out to employers