
**Rotman
Commerce**

Elevator pitch

Elevator pitch

Tell me about yourself

Throughout your career you'll have boundless opportunities to answer the 'tell me about yourself' question. This gives you the opportunity to share valuable information about yourself, demonstrate confidence to prospective employers and contacts, and make a positive first impression. To get started, set aside some time to prepare your answers and rehearse.

What's the situation and who's asking the question?

Your answer will depend on where you are, the formality/casualness of the situation, the number of people you'll be talking to, and whether you'll be answering in person or through a video platform.

Situation:

Now ask yourself, what is the purpose of this interaction? Why am I being asked this question? If, for instance, it's during an interview, the interviewer is most likely trying to determine if you're a good fit for the position. If you're conducting an informational interview, the person you're meeting may be trying to determine what information they need to share with you about potential careers and employers.

Purpose:

Compose your response

Now that you've thought about the context in which the question was asked, what are the relevant attributes the person needs to know about you, i.e., your strengths, interests, values, aspirations, and career goals?

Attributes:

Provide supporting examples and tell a better story. Select your top 2-3 examples and break them down to their essentials – the 'what', 'how' and results.

Supporting examples:

1) _____

2) _____

3) _____

If appropriate, create a mini agenda and share it at the outset. This will help you organize your response and indicate to the receiver that you're mindful of their time and will not be long-winded, e.g., "There are three things I'd like to share with you that will help you understand what motivates me to do my best work..."

Practice, practice, practice!

Time yourself: it shouldn't take you more than 2 minutes to answer the question. Don't memorize. Identify your key points and repeat them until you can share your story so it sounds conversational.

Receive constructive feedback by booking an appointment with a Career Educator on RC Portal.