

Tell Your Program Story

The million-dollar question: How do you make your elevator pitch powerful, motivating, and memorable?

Your story needs to be:

Relatable

Funny

Short

Clear

You do not need to tell them **EVERYTHING**. Intentionally leave them hanging so they will want to learn more. If you want people to be interested, the number one thing you can do is tell them **WHY** you are passionate about it! (**Oh, and remember to smile!**)

1. How many of you...? Create a connection: Ask a question and/or make a **relatable** and/or endearing comment.

- *“How many of you felt unprepared for life when you graduated from high school?”*
- *“How many of you felt alone when making some big decisions for your life when you were in high school?”*
- *“How many of you have ever gotten bad advice when it comes to your investments?”*
- *“Something few people know about me is that I grew up in a single parent home.”*
- *“The coolest thing that I’ve ever done as part of my job is rowing a giant pumpkin on Lake Champlain.”*

2. “Because I can relate...” Share your story. Tell them something personal that you feel comfortable sharing. What is it about your own experience that relates to the work that you do?

- *“I can relate because I was the first in my family to go to college.”*
- *“Whenever I thought about my next steps, I felt extremely alone and didn’t have anyone to talk to.”*
- *“My mother was my mentor, and mentors are so important because they believe in us and open doors for us.”*
- *“I didn’t even know data evaluation was a career when I was a kid, let alone that’s what I’d be doing now. I work in data: words and numbers that allow us to actually study and quantify success.”*

3. “And that’s why I do this.” Tell them why you care and why you do the work you do.

- *“That’s why I feel so passionately about the work I do with Innovate Tulare-Kings. We help employers create opportunities for thousands of high school students each year to explore career and college options through internships and other workplace experiences.”*
- *“How do we measure our own success? The average person has 11 jobs in their career, and we prepare students with the skills to be flexible in making those transitions. And we hear from students all the time who say how much our programs have changed their lives. That’s how we measure our own success.”*

4. “I’m here today to tell you about...” Tell them what you hope to do, make the ask, and...SMILE.

- *“I hope you’ll consider coming into our class as a career speaker.”*
- *“I am here to ask you if you’d consider hosting a student intern in your business?”*

Adapted from material created by Speaker and Coach, Colin Ryan. More info at colinryanspeaks.com.

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