



Elevator Pitch

Do you have an elevator pitch? Do you need one?

An elevator pitch is a brief overview of what you are all about. Ideally, the focus should be on what you want others to know most about you. Everybody should be able to say who they are and what they do in one succinct sentence. It makes sense to keep it short and simple so it's easier for others to remember. If it's easy for others to remember, then they are more likely to relay your information to others. It's also wise to give some proof to back up your claim. This is all part of smart networking and career management.

When I'm asked that infamous "So what do you do?" question, I deliver my "spiel". My response is something like, "I'm a career transition expert who gets people the jobs they want. Last week, I played a key part in helping a Special Education Teacher secure a supervisory role at the Board Office." The last sentence is my "proof" to back up what I'm saying about my skills.

It's short and sweet. I do a LOT of different things to get my clients ready for their transition, but I don't go into the details. Nobody remembers details but most people recall results.

So for a professional within the ESL instruction field, here are a few examples to spur ideas for your usage:

“ I teach English as a second language with experience in both Japan and Canada. I just finished a contract tutoring the executives at <automaker name>. Their senior staff members are functioning well in their English work setting, so now I'm looking to continue to teach ESL in the automotive sector. ”

“ I’m an ESL teacher looking for an opportunity in the federal government. It’s always been a benefit in each of my roles that I’m fluent in Russian and German. ”

“ Once an immigrant myself, I teach newly landed immigrants how to speak English in the non-forprofit sector. ”

“ I’m passionate about training other ESL instructors how to implement best teaching practices. My current contract is up for renewal with <university/college name> but I’m eager to find a permanent role. ”

Make sure you have a message ready to share with others during formal and informal networking opportunities. Whether you are happily and gainfully employed or not, no job is permanent, so you need to take this proactive step in managing your career.

Good luck!

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