

# Elevator Pitch

It's important to reflect on your goals and to formulate your Elevator Pitch. It is good to have this pitch down-pat. The idea is that you are in an elevator and have 30 seconds to introduce yourself to a potential employer about your skills and why you would be suitable for a role. It should summarise your skills, interests, experience and communicate your personal brand in a concise way. Similarly, when calling a busy Recruiter, you need to sell yourself quickly over the phone.

The below exercise will assist you in articulating your personal goals and what your next role will look like many times during your job search, in conversations and at interview. Reflect on your motivations and goals. Secure in your mind which of these are most important to you. Articulate your preferences and then write your pitch at the end. For example:

Category	Articulate your preferences	
	Must haves	Nice to have
Position / Goals (Job title, type of work, use of talents, promotion and ultimate career goals)	Human Resources Manager Human Resources Business Partner	
Industry & Company Profile (Same, similar or different, size of Company)	Small to medium	Not for profit
Your Unique Strengths (What sells you above others?)	Employee Relations, Recruitment, Strategy and HR Policy Implementation, hands-on	
Compensation & Benefits (Base and bonus, profit sharing)	Min \$100k	\$120k
Ideal Company Culture / Values (Management style, work climate, diversity of people)	Example: Reward hard work Team-oriented, open and trusting, highly professional and innovative with a high level of diversity amongst employees	
Work-Life Balance (Work more, same, less hours, flex time, telecommute)	Example: Must have 4 days a week	
Profile of Manager you'd like to work with (Communication style, acts as teacher or mentor)	Supportive, recognizes hard work	Mentor

## Looking to land a role through u&u?

Accounting & Finance  
Alan Duggan: 07 3232 9131

Digital  
Sophia Philipou: 07 3232 9139

Human Resources & HSE  
Andrea McDonald: 07 3232 9103

Marketing & Communications  
Cassandra Vickers: 07 3232 9119

Business Support  
Erica Brock: 07 3232 9129

Engineering  
Erin Dennis: 07 3232 9117

Information Technology  
Ben Pace: 07 3232 9112

Procurement & Contracts  
Dee Clarke: 07 3232 9100

Construction & Property  
Jess Mitchell: 07 3232 9149

Executive  
Tim Turner: 07 3232 9135

Legal, Risk & Compliance  
Katie Francis: 07 3232 9116

Sales  
Chris O'Flynn: 07 3232 9111

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## Summarise your Professional Objective: example

I am targeting a new role in Human Resources within Brisbane. My preference is to achieve a HR Manager role but would look at a Senior HR Business Partner role also which has growth and learning opportunities. I am seeking a 4 day week. I would like to work in the Not for Profit industry preferably but am open. The company will be growth-oriented with a diversity of employees and preferably not in government. I have over 20 year's experience within HR and have experience with both Employee Relations, Recruitment, and have the unique ability to be either strategic and develop policies or operational and hands on. The work climate and culture will be open and trusting, highly professional. My immediate manager will have a mentor-like style, and recognize hard work and be supportive.

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