

Prepare Your "Elevator Speech"

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The term "elevator speech" refers to the amount of time you have to make a pitch about yourself (or a product) ... which is about the length of a typical elevator ride.

The essential ingredients of a good elevator speech are:

1. Your name
2. What you do (This does not mean simply stating you're a veterinarian)
3. Where you would like to work, for example private practice, shelter, research, or academia/what are your areas of interest, and
4. How your skills can benefit a potential employer

Practice this speech. Change it as needed. You'll find it particularly helpful in social settings, job fairs, on airplanes and, yes, on elevators. But be prepared to cut it short if you see that you are losing the listener's interest.

After you've said your well-honed, well-practiced piece, stop and listen to what the other person has to say. You'll find that you are much more successful and will learn more ... the less you talk.

Courtesy of the AVMA.