**Crafting an Elevator Pitch for Recruitment**

Introducing Your Organization Quickly and Compellingly

**The Technique**

An elevator pitch is a brief, persuasive speech (can also be used in your job posting!) used to spark interest in your school. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name. They should be interesting, memorable, and succinct. They also need to explain what makes your school unique. This pitch can be used in your recruitment job postings, at job fairs, during phone screens, face to face interviews and anywhere you want to sell your school!

**Creating an Elevator Pitch**

It can take some time to get your pitch right. You'll likely go through several versions before finding one that is compelling, and that sounds natural in conversation and written. Follow these steps to create a great pitch.

**1. Identify Your Goal**

Start by thinking about the objective of your pitch. For instance, do you want to only communicate the values that drive your school and culture? Or do you also want to explain what a great place your school is to work at?

**2. Explain Who You Are**

Start your pitch by describing what your school expects from its team members, the values your school is based upon and how they fuel your culture and team member performance. Ask yourself this question as you start writing: what do you want your audience to remember most about your school? Keep in mind that your pitch should excite you first; after all, if you don't get excited about what you're saying or reading, neither will your audience. Your pitch should bring a smile to your face and quicken your heartbeat. People respond to enthusiasm.

**3. Communicate Your USP**

Your elevator pitch also needs to communicate your unique selling proposition, or USP. Identify what makes your school unique. You'll want to communicate your USP after you've talked about who you are.

**4. Put it all Together**

When you've completed each section of your pitch, put it all together. Then, read it aloud and use a stopwatch to time how long it takes. It should be no longer than 20-30 seconds. Otherwise you risk losing the person's interest, or monopolizing the conversation. Then, try to cut out anything that doesn't absolutely need to be there. Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better!

**5. Practice**

Like anything else, practice makes perfect. Remember, how you say it is just as important as what you say. If you don't practice, it's likely that you'll talk too fast, sound unnatural, or forget important elements of your pitch.