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Going Up? Tips for the Medical Educator's "Elevator Pitch"

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At a major medical education conference, you find yourself next to a senior colleague whose advice would help your research project. You want to introduce yourself and ask for a meeting. Time is short...what do you say?

This AM Last Page informs medical educators about the purpose and components of an elevator pitch. When crafted optimally and used appropriately, these concise professional mission statements can foster career opportunities.

What is an elevator pitch?	Who needs an elevator pitch?	How should you use an elevator pitch?	Where will you use an elevator pitch?
<ul style="list-style-type: none"> A short, focused, prepared speech of 30 seconds to 1 minute.^{1,2} Its purpose is to engage, educate, or persuade an individual, audience, or stakeholder² Your pitch should let others know who you are as an educator and your unique attributes or abilities² 	<ul style="list-style-type: none"> All medical educators regardless of seniority,² including trainees Although its application may change as your career evolves, your pitch will prove longitudinally valuable.^{2,3} 	<ul style="list-style-type: none"> To pursue new professional opportunities, such as an open position or a promotion² To forge new professional connections for collaboration or mentorship² 	<ul style="list-style-type: none"> Conferences Job interviews Networking Academic social events

4 Steps to Developing Your Elevator Pitch

- 1. Who ARE you?**
 Start with your name, organization, and role. Indicate your areas of expertise in medical education.³
- 2. What is your ASK?**
 Clearly articulate one thing you would like to gain, such as a future speaking engagement, employment, grant funding, mentoring, or networking.^{1,3}
- 3. What do you ADD?**
 Briefly describe the contributions you will make or the improvements you are able to foster.²
- 4. How can you take ACTION?**
 Ask if you can follow up, and exchange business cards. E-mail the person soon after meeting so he or she will remember you.^{1,3}

4 Tips for a Successful Elevator Pitch

- 1.** Write out your pitch and commit it to memory for ease of delivery.² Even if delivered from memory, the pitch should sound natural.^{2,3}
- 2.** Practice your pitch in front of friends, peers, or a mentor to collect feedback.²
- 3.** Adopt an open posture, offer a firm handshake, make eye contact, and use hand gestures for emphasis.
- 4.** Update your pitch before meetings, conferences, or other opportunities for networking. As the context changes, your pitch should change too.

- Every medical educator should have a concise 30-second to 1-minute elevator pitch to convey professional focus and aims.
- Craft your pitch to explain your unique skill set, ask for something you need professionally, and make the case for yourself as the right educator to get the job done!

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