"YOUR 30 SECOND COMMERCIAL GUIDELINES"

So David “Tell Me About yourself.”
This is a way of verbally letting someone know who you are. The 30 or 60 second commercial communicates your background and strengths, accomplishments and objectives in a clear and compelling way.

I. Three components of your “Elevator Speech”

• Your background and strengths, including education, work history and any special training. The focus should be on how you match the needs of the potential hiring manager and their company.

• One or two significant accomplishments and/or special interests that illustrate your strengths. This is your opportunity to describe the things you have done or are interested in which relate to the organization or career you wish to enter.

• Your future plans and/or career objectives as it relates to the organization you are considering. Illustrate how this position aligns with your short and long term goals and how you see this helping you explore the field or function of interest.

II. Build Confidence and Polish Your Presentation Consider the Following:

• Write out your “commercial” on a sheet of paper.

• Practice it out loud, in front of a mirror. Even tape yourself so that you can communicate it smoothly and fluently.

• In the end, you should become very comfortable with your commercial to make several versions of it. Remember, your commercial is fluid and organic; it needs to be modified to fit any number of situations.
FOR EXAMPLE

I. **Background and Strengths** (How you match/qualify for the position you seek)

“In my internship with a human capital consulting firm, I saw how their work in coaching people to choose among career options and transition to new jobs matched my interests. My major in Human Resources has given me a background and knowledge in how people think and behave. I believe the combination of real-world experience with the theoretical has been essential in identifying what I would like to do next.”

II. **Accomplishments/Special Interests**

(Things you’ve achieved or know which specifically relate to the position for which you are interviewing)

“I believe most people land jobs without too much forethought about how the work suits their interests or abilities. I would like to be more intentional in my own process. To help me get a better understanding of how all that comes about, I’ve been volunteering at Kent State University’s Career Services Office. The opportunity has given me additional experience in helping me make a sound career choice. Because of my work this past summer, I am frequently asked by my friends about how it ‘really works’ in a company…and I must say I have really enjoyed providing the support to them.

III. **Objective** (How this position will relate to your long and short term goals)

“My objective therefore, in the short term, is to secure a position in the human resources department of a company which is committed to recruiting, selecting, training, and developing key talent. I have done a significant amount of research on your organization and I know that perspective characterizes how you feel about your valued employees. In the long term, I would like to grow and develop into a Human Resource Manager and will most likely get my PHR certification which will add to my qualifications.”