

The pitch is more than a simple job search tool, it is as **strategical communication tool** to be used in networking approach (interviews, cocktails, conferences...) as well as in job interviews, when creating your own company or presenting your service offer.

It allows a quick presentation of who you are, in a consistent way with regard to your project, and is a good starter for discussion.

Be ready to present yourself in 2 or 3 minutes makes you feel confident when starting an interview, and is the perfect answer to questions such as:

« tell me about you », « present yourself in 2 minutes », “who are you”

The pitch helps your interlocutor quickly identify your specific skills, who you are, your motivations and where you want to go. It positions you in your professional project.

It prepares the interaction with your interlocutor, creates the relation.

To this end, it is necessary to prepare it with precision, on the content as well as the form

- content:
 - . What are your objectives? key messages? the 3 ideas to pass through?
 - . What is your value-added?
 - . Be clear, give facts & figures and show motivation -> chose the right words
 - . Talk about you, who you are, your realisations -> « I »
- form:
 - . draft your pitch with a scenario: rhythm, tone, breaks, ...
 - Which words / ideas do you want to highlight? how could you do it? (voice, make a silence pause, talk more slowly, ...)

And then practice

- . alone, controlling the timing, recording yourself
- . test with some friends.

PITCH STRUCTURE – 3 PARTS:

1. PERSONAL INTRODUCTION

- Identity (name, first name)
- Job, business, area of activity / positioning
- Options, to specify if they add value to your positioning in your project, or for youngers starting their career:
 - . Education
 - . Languages (for ex for international scope)
 - . passion / hobby -> to highlight a key quality or skill relevant to the project.

2. PROFESSIONAL EXPERIENCE

- **Highlight the common thread of your experiences**
- **Experience**

It is not about telling your whole story into details, but about presenting the points that have an interest relating to your project, that show your evolution or a specific know-how.

What makes you credible and strong on your project / targeted position.

. key steps of your experience (date range, type of job and company, managed turnover and team...) that are valuable to you and your project

. 2 or 3 specific skills, proven by concrete realizations (objective, action and result)

- *Nota:*
When your project is not directly in line with your experience, when targeting an important change in your professional situation, you will choose a presentation based on skills rather than experience.

3. PROFESSIONAL PROJECT