"Why you?" is part of the creation of your resume, profiles, and the basis for networking. It's your "elevator" pitch at a career fair, but much more.

Agenda

- Crafting your "pitch"
- Using your message:
  - Résumé
  - LinkedIn profile
  - Handshake profile
- Using your pitch:
  - Career Fairs
  - Professional Event Networking
  - Job seeking

What's a "pitch", and how can it help your career? An elevator pitch – also known as an elevator speech – is a quick synopsis of your background and experience. The reason it's called an elevator pitch is that it should be short enough to present during a brief elevator ride.

This speech is all about you: who you are, what you do, and what you want to do (if you're job hunting).

Your elevator pitch is a way to share your expertise and credentials quickly and effectively with people who don't know you.

Why you? Think about it…

What are your:

- **academic qualifications?** ***Major, year, honors student, …***
- **accomplishments?** ***Experience with …***
- **activities outside the classroom?**
  Involved in a club, student project, research experience, …

This is a super-direct question, and not something that most people can answer without preparation.
It is, however, THE question in the job search.
To answer this question, you need to know your audience.
Do some research and learn what employers look for – the answer to this question may vary by major, but employers tell us they seek students who:

- Are academic achievers, who have demonstrated: capability to learn skills, understand course requirements, and to complete assignments correctly and on time.
- Engage in their profession outside the classroom.
- Demonstrate initiative, leadership, and work ethic.

- Let's look at some examples:….

Why you? Examples

"I'm an excellent student with a 4.0 GPA"

"My capstone project was recognized by classmates as the best project in our class"

"I have had two internships in –"

Why you? More Examples

"I got interested in robotics in 8th grade, and have been in robotics competitions since then"

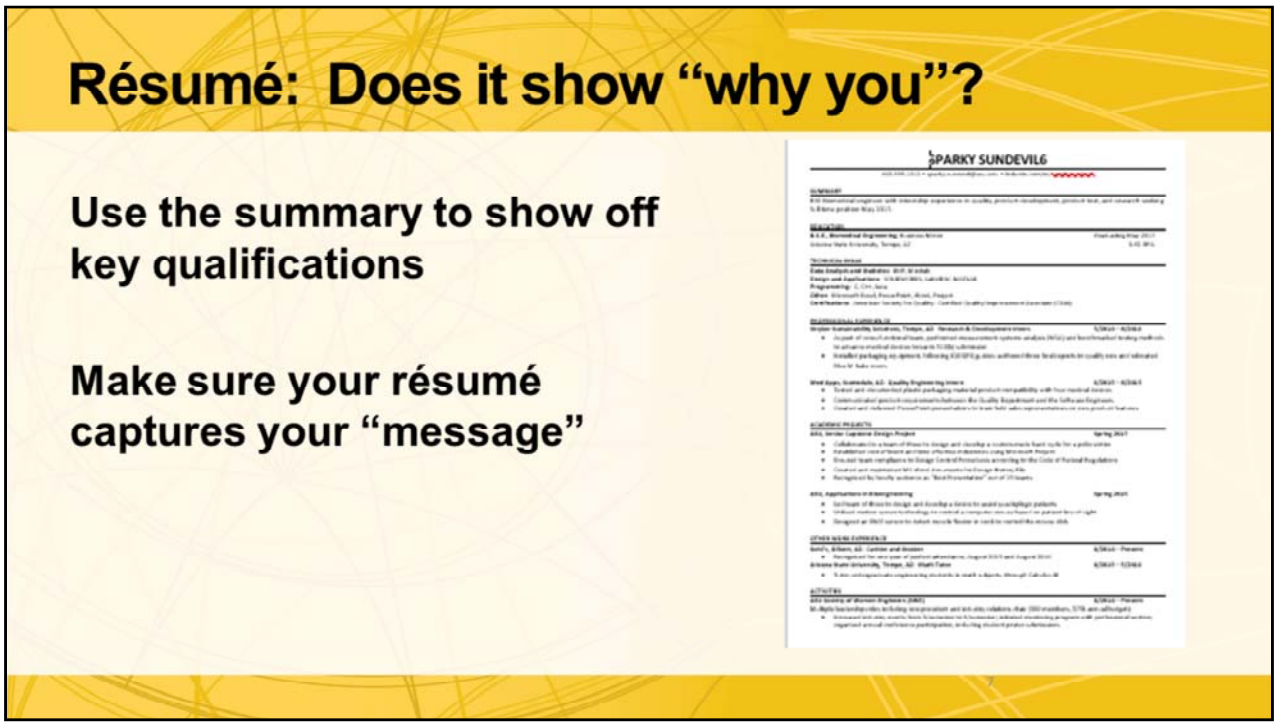
"I volunteered for Undergraduate Research, and have worked in Dr –'s lab since I was a sophomore, conducting experiments on solar panel efficiencies under various climate conditions"

"Engagement in your profession, outside the classroom": these experiences contribute to your unique set of qualifications.

Why you? More Examples

"I'm a very good employee. I have worked in the same restaurant for four years, performing every job from bussing tables to hiring other employees and training them. I managed to work 25-40 hours per week, even while taking a full-time course load as an engineering student."

What if I don't have any of those fancy things, like competitions, …?
Use your experiences to demonstrate work ethic, initiative, …



Use the standard format: recruiters developed this sequence of the sections and like it. Want to "look different"? No, you don't – you ARE different. Using the standard allows your "difference" to be easily identified.

1. Contact Header: yes, have a LI profile. Use your same name everywhere: make sure your resume and your application to a company can be matched.
2. Summary: ensure the reader knows what your main qualification is and what you are looking for.
3. Education: most recent first (true for all sections of the resume). GPA? Yes, unless you have a lower GPA and don't want to show it. If you want to add Relevant Coursework, do it here.
4. Technical Skills: in groupings that make sense for the job you want. In the professional experience and academic projects, show off your experience applying these skills.
5. Professional Experience: this is work experience directly tied to the job you are seeking. Use action verbs, show results, describe scope, and show skills applied.
6. Academic Experience or Academic Projects: show off experience applying skills. Remember that other students in that class did that same project.
7. Other Work Experience: use this section to show work experience that is

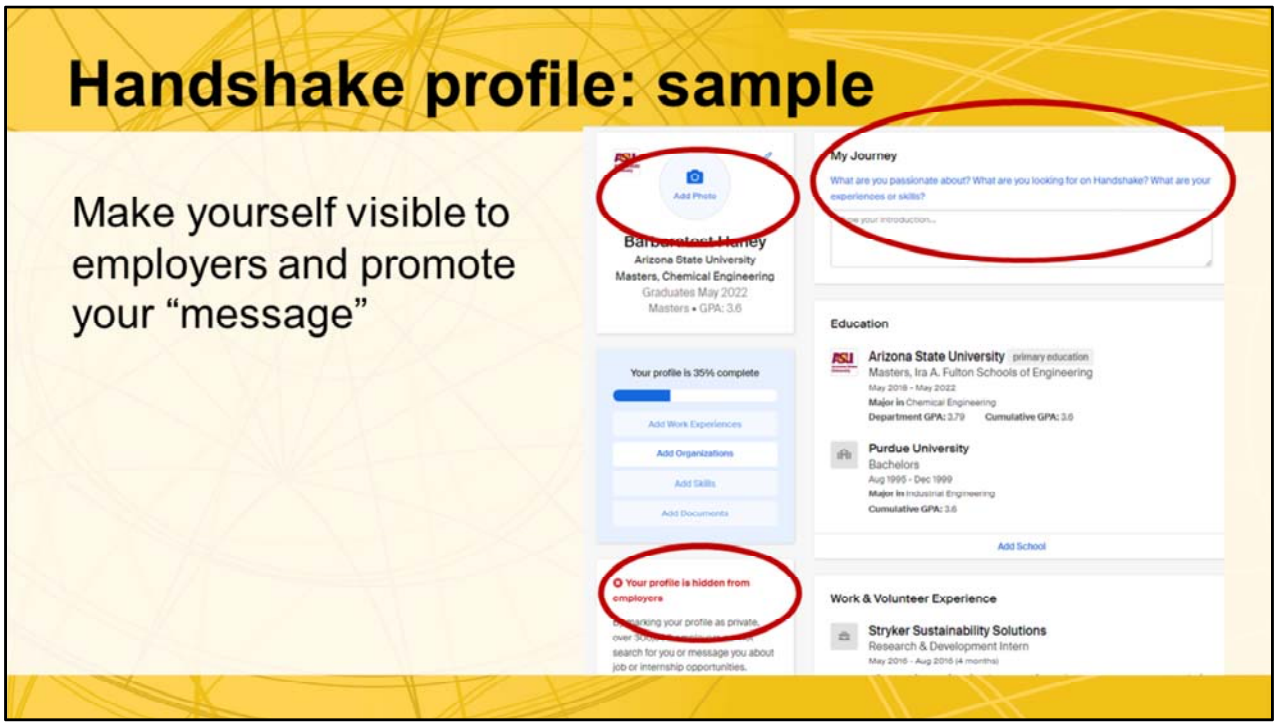
NOT directly related to the job you want. These experiences demonstrate work ethic, initiative, and maybe skills, leadership, teamwork, and other transferrable skills.

8. Activities: Professional Society/Leadership/Volunteer: show your engagement in your profession outside the classroom: can also be opportunity to show leadership and initiative.

Perfect spelling and grammar: you have all the time needed to be perfect here – don't give the impression that you are sloppy or not detail-oriented by having spelling, grammar, format, or punctuation errors.

This example is from an actual student profile – this student was hired into the desired industry and role. It's not a perfect example, but is validated by the fact that the student achieved the desired position.

Make sure your "message" comes through – use the "About" section to highlight your key qualifications and that the whole profile captures the "why you" answers.



What's wrong with this profile?

- No photo
- My Journey: Missing a description of "what you are looking for" – not really "passion": show off you professional you.
- Profile is hidden – employers can't find you

Note, employers may seek students in Handshake by searching for majors, keywords, and other criteria – and invite those students to networking events.

OK, so you have your "advertising" in order – let's move on to using your pitch.

The Pitch: there's not only one

- Career fairs
- Professional events
- Job seeking
- Interviewing

Your pitch – oops, need more than one! You will use a different variation, depending on the setting.
What are some settings?

Career Fairs

- Have your résumé
- Research companies
- Apply
- Be prepare to interact and give your "pitch"

These are the key elements for success at any career fair.

Career Fair Pitch

Hello, I'm Karen Adams. I'm a junior in mechanical engineering, and I'm looking for an internship next summer. I'm interested in mechanical design and manufacturing.

I've applied to your position #2366, at the Dallas location. [*That position calls for AUTOCAD, leadership, and communications – be prepared to show a copy of the posting*]

As you can see on my résumé, I'm a strong student, and got exerience using AUTOCAD in my mechanical design class this spring. My team's project earned us the "Best Design" award.

Outside of class, I am part of (student organization), where I lead the regional student conference organizing group. I also volunteer for the student ambasadors, giving 2-3 campus tours to incoming students each week in the spring.

I've paid for my education through full –time work at __, where I have worked for the last six years.

Professional Events

- Live and virtual events
- Be prepared to interact and to introduce yourself

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Before the event: Learn about:

Speaker, Organizer, Organization sponsoring the event

Example: look up the speaker on LinkedIn. Introduce yourself before the event.

Some events will have you introduce yourself to the group, or your table, or something similar, as part of the agenda.
At others, the introductions are done informally

Sit next to people you don't know already. Engage with them.

Professional Events Pitch

Hello, I'm Karen Adams. I'm a junior in mechanical engineering. I'm interested in mechanical design and manufacturing.

I'm attending this event to learn more about how industry applies statistical process control. This semester, I'm studying advanced statistics, and hope to gain more understanding of applications in manufacturing through this event today.

Outside of class, I am part of (student organization), and have been involved in giving campus tours to incoming students. I'm looking for an internship next summer.

This would be appropriate as a table or group introduction.

Professional Events: Follow-up

1. You attend a professional event
2. You meet someone at the event and discuss ---
3. Afterwards, you look the person up on LinkedIn and send a personal connection request:

   " Hello Alan – it was good to talk to you at the IEEE EPS Conference yesterday. I'd like to add you to my network."

So, you are looking NOW, or will in the future.

Make sure you talk to everyone and let them know you are looking.
Other students: graduates who are working; students who have a contact at a company
Industry contacts: people you met at industry or student events
Customers: really? Where do you work? Do you meet customers who can help you locate opportunities? Think about it – if you work at Starbucks, or a restaurant, or ….

Anyone else!
As one industry rep put it: "Network from where you are".
In the previous example, Karen Adams took the opportunity to tell the group that she was looking for an internship.

Job Seeking Pitch

From your network person: Hey, how's your day going?

You: I'm having a great day! I'm graduating in May with a degree in Information Technology. I've worked full time while getting my degree and looking forward to starting my career. We just finished presenting our capstone project to our faculty and won "Best Presentation"! I'm starting to apply to jobs this week.

This is a real example.
The customer gave the student his business card and asked the student to send his resume.

Interviewing

"Tell me about yourself"

Interviewing is the ultimate "why you?" setting.
Don't assume that you need a "hard sell" – your goal is to be confident about your qualifications.
Be relaxed, friendly, and professional.
To do that, you need to prepare.
Let's look at one part of this: "Tell me about…" Are you ready for this question?
Let's look at an example:…

“Tell Me About Yourself” Pitch

“I got interested in robotics in 8th grade, and have been in robotics competitions ever since then.

I came to ASU to study Mechanical Engineering because I liked the options in the ASU program, and the scholarship that I received.

I’ve worked full time since I was in my last semester of high school, all the way until now, and have received promotions each year.

I’ve been part of the ASU Robotics Club since I was a freshman and was leader of the competition team last year. We won 1st place in the region.

My favorite class so far was my capstone, where my team is creating a device to power a small refrigerator using a bicycle.“

In this case:
Don’t need your name
Don’t need to talk about your family. You are here about your job qualifications.
Don’t need all of the hobbies you like. You are here about your job qualifications.
Don’t need a hard sell of how you were the only one, best one, ---.

Summary: Why You?

- Develop a flexible "message"
- Be ready to "pitch" in different settings
- Be crisp and prepared:
  - Conversational, not monotone
  - Relaxed pace
  - Appropriate length

Think hard about you – why you?
Different settings and objectives require a different "pitch"

Additional Information

- **Handshake** https://asu.joinhandshake.com/login
  - Learn about career fairs, company information sessions and other career events
  - Apply to internships and jobs
  - Schedule an appointment with the career center
- **Fulton Schools Career Center website** https://career.engineering.asu.edu/
  - 24/7 access to presentations and tools
- **Optimal Résumé** https://career.engineering.asu.edu/optimal-resume/
  - Submit your résumé for review without an appointment
- **CareerSpots videos** https://career.engineering.asu.edu/careerspots/
  - Short videos from recruiters and career services for quick career topics
- **GoinGlobal** https://career.engineering.asu.edu/goinglobal/
  - Worldwide opportunities, visa petition history from US employers
- **InnerCircle** https://innercircle.engineering.asu.edu/category/career/
  - Weekly enewsletter about all things Fulton, including timely career topics and events
- **Fulton Career Center on Facebook** https://www.facebook.com/fultoncareercenter/
  - Featured events and opportunities

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Here are some resources you can use