



ELEVATOR PITCH

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DISCLOSURE:

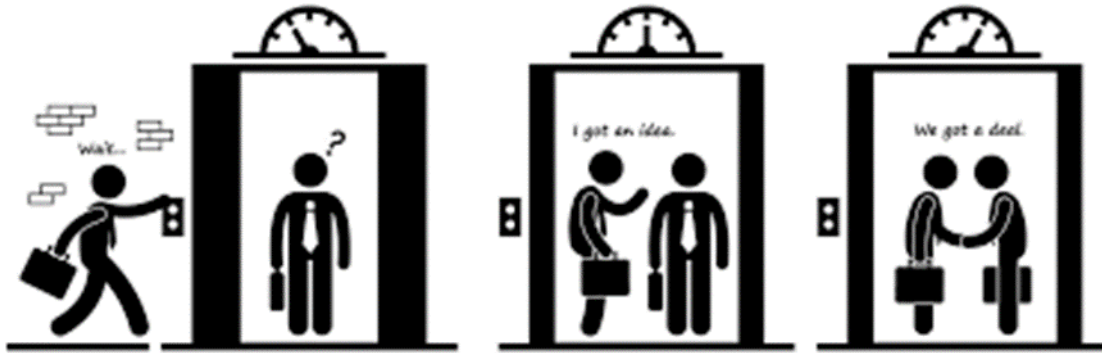
Employed by Northwell

Faculty of Zucker School of Medicine @ Hofstra/Northwell

NYSAFP Board Member (Past President)

AAFP Past President

Board Member: NQF/TJC; LI Red Cross, EAC Network



A foolproof elevator pitch template



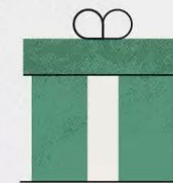
01
Introduce
yourself



02
Present
the problem



03
Present
your solution



04
Share your value
proposition



05
Add a call
to action



Tailor it to different audiences!

01	Keep it simple
02	Focus on the benefits
03	Be specific
04	Practice, practice, practice
05	Have a call to action

BASIC ELEVATOR PITCH TEMPLATE

INTRODUCTION Briefly tell your audience who you are and what your current position is.	
EXPERIENCE Provide a one-sentence statement about your relevant experience.	
GOALS Hook the audience with a goal statement that clearly communicates what you are asking for.	
SOLUTION State your idea for achieving the goal you have identified.	
PLAN Now that you have laid out your goals and solution, be more specific about your plan.	

Give ME The Short VERSION

The Four-Step Elevator Pitch

1 Start by introducing yourself

“Hi, my name is Sara. It’s so nice to meet you!”

2 Provide a summary of what you do

“I’m a PR manager, specializing in overseeing successful initiative launches from beginning to end.”

3 Explain what you want

“I find the work your PR team does to be innovating and refreshing — I’d love the opportunity to put my expertise to work for your company.”

4 Finish with a call to action

“Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?”

indeed
career guide

DO YOUR
RESEARCH!



Let's Try

**NOW,
IT'S
YOUR
TURN**

1. Greeting and Introduction (10-15 seconds) WHO

- What to include: Your name, current position, and a brief mention of your specialty or area of expertise.
- Purpose: Establish your identity and create a relatable connection.

Example:

"Hello, I'm Dr. Jane Smith, a cardiologist at City Hospital, specializing in heart disease prevention."



2. Value Proposition (15-20 seconds) **WHAT**

- What to include: A concise statement about what you do and the impact of your work. Highlight your unique skills or experiences.
- Purpose: Communicate your professional value and how it benefits others.

Example:

"I am passionate about empowering patients through education and lifestyle changes to prevent cardiovascular diseases."

A large, empty rectangular box with a thin black border, intended for the user to write their value proposition. It occupies the lower half of the slide.

3. Personal Connection or Story (20-30 seconds) WHY

- What to include: Share a brief personal story or experience that led you to medicine or your specialty. This could be a challenge you overcame or a moment of inspiration.
- Purpose: Make your speech memorable and relatable by showing your human side.

Example:

"Growing up in a family with a history of heart disease, I witnessed firsthand the importance of prevention. That experience inspired me to focus on educating others to make healthier choices."

A large, empty rectangular box with a thin black border, intended for the user to write their personal connection or story.

4. Call to Action or Purpose (10-15 seconds) HOW

- What to include: Indicate what you hope to achieve through your interactions. This could be networking, collaboration, or seeking mentorship.
- Purpose: Encourage engagement and provide direction for your audience.

Example:

"I am here to connect with fellow women physicians who share a commitment to improving patient outcomes and to explore opportunities for collaboration."



5. Closing (5-10 seconds) **THANKS**

- What to include: Thank your audience and invite further conversation.
- Purpose: Leave a positive impression and open the door for ongoing dialogue.

Example:

"Thank you for your time. I look forward to sharing ideas and experiences with you all."





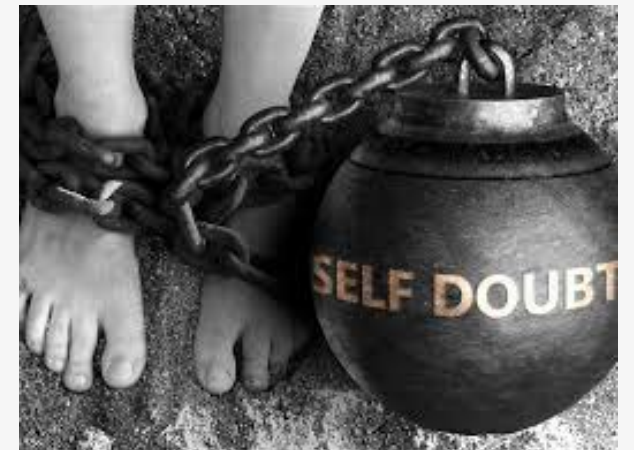
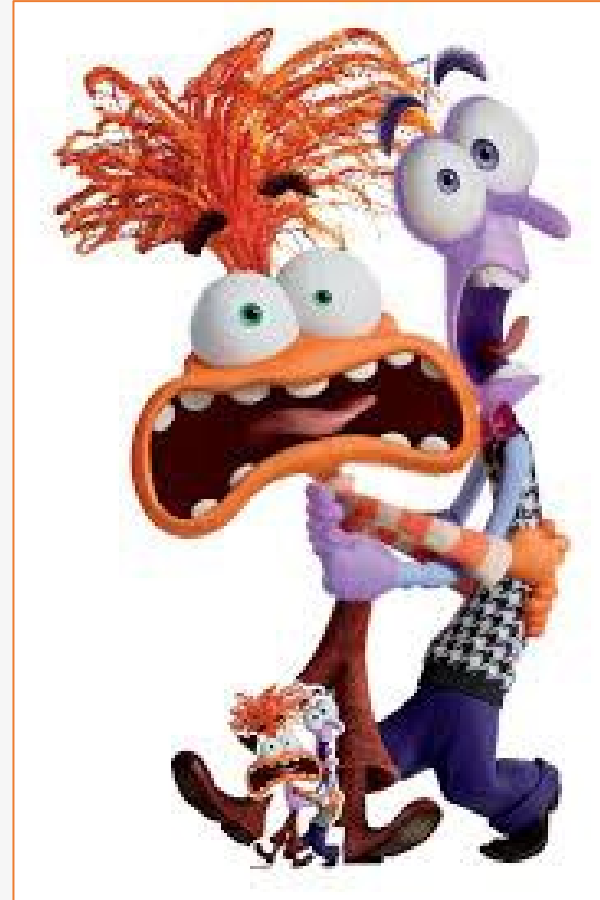
Remember

Tips for Crafting Your Elevator Speech:

- **Be Authentic:** Use your own voice and experiences.
- **Practice:** Rehearse your speech to ensure smooth delivery.
- **Be Mindful of Time:** Aim for a total of 60-90 seconds.
- **Tailor to Your Audience:** Adjust your speech based on who you are speaking to.
- **Use Clear Language:** Avoid jargon and keep it accessible.

Overcoming Common Challenges

- nerves and anxiety
- self-doubt
- interruptions or questions



Thank You!!!

@tilimd
#YouveGotThis



