Interview Preparation

The “High 5” Personal Introduction

A personal introduction (often referred to as an elevator pitch) is a short introduction to your experience, strengths, skills, and goals. A great introduction can help you to make a strong first impression and build professional relationships.

The “High 5” method is designed to help you design your introduction. It includes:

1. What?
2. Who?
3. Wow!
4. Why?
5. When?

Step 1: What are you about?
Describe yourself/experience/strengths

Step 2: Who is your Target Audience?
You should have different introductions or pitches for different situations. The introduction you are creating here is for:

Step 3: Create a Wow Factor for your Audience!
Make a portion of your introduction stand out. Consider using unique experiences/interests/projects or use statistics to peak interest.

Step 4: Why You?
Tell your audience how your unique talents can be of service to their mission or goals. What makes you the best? Consider using testimonials or numbers as proof.

Step 5: When?
Write your full introduction. Practice it out loud. Your introduction should feel natural and automatic. Get feedback from others and revise. Be ready for when any opportunity to sell your skills comes along.

Your Introduction:

*Adapted from University of Nebraska-Lincoln Connie I. Reimers-Hild The “High 5” Elevator Pitch Worksheet 9-12-2011

For assistance with any of the above items, contact WSU-Spokane’s Learning & Career Specialist at careers.spokane@wsu.edu or make an appointment at https://wsu.wconline.net