



Create an Authentic Elevator Pitch

Think of your elevator pitch as your thirty-second commercial that speaks who you are and more importantly your results. It can be used at networking events, casual conversations, formal interviews and any other opportunity where you can position yourself as the professional expert you are.

It also:

- Validates in your mind, what you stand for.
- Strengthens self-confidence.
- Has you stand a little taller.
- Grounds you and has you comfortable in your current career shoes which others will feel.

You have a 20 second elevator ride with a key decision maker. What will you say?!

Here's your script below. You will tweak it to suit the particular opportunity, but overall you want to bring who you serve (your clients) and what you deliver (your results) across:

"I help/support/deliver (insert results and benefits) to/for (insert client) who require/needs so that they (insert client's needs).

"I help Sales & Trading executives make strategic decisions based on the data analytics my team delivers, so that they can they have a pulse on product profitability."

"I deliver global regulatory reports to our Compliance officers so that they can meet their best practice standards across the Northeast."

"I develop and facilitate Compliance training for employees across all agencies, so that they can monitor and assess any potential risks"

Notice how the elevator pitch strictly focuses on your internal clients and the results you deliver, not you. Your elevator pitch is your promise and banner ad. It's your 100% guarantee that states:

Here's what I have done for them and here's what I can do for you as well when given this opportunity.

Can you feel how much more confident you feel when sharing your value in this way?

Can you feel how much more clear you are when you speak these words out loud?

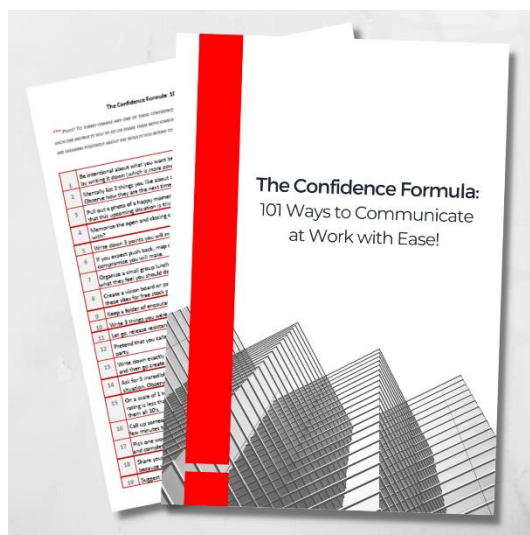
Keep refining this until it just flows...

www.InRShoes.com

Thank you for attending!

For additional communication strategies to remain intentional, concise and confident, download our report: **The Confidence Formula: 101 Ways To Communicate Your Value at Work.** You'll also receive weekly career guidance, business strategies, Q&A call invites, event announcements and more!

[CLICK HERE to download report](#)





MARISA SANTORO, a former Wall Street IT executive and the founder of the career learning platform In Our Shoes (www.InRShoes.com), is a keynote speaker, career coach, corporate leadership trainer, diversity and inclusion consultant, and author of [Own Your Authority](#) (McGraw Hill).

Her expertise in leadership and professional development, as well as effective business communication, has been brought in to support business leaders across clients in diverse industries such as Merck, American Express, UBS, Anheuser-Busch, Allianz Global Investors, Sony Music, S&P Global, Royal Bank of Canada (RBC), New York Council of Nonprofits, Women in Tech International (WITI), Aetna Healthcare, New York University (NYU), NYU Langone Medical Center, New York and New Jersey city governments and many more.

She is a TEDx speaker, and honoree of the Woman of Influence award from New York Business Journal and BizWomen.com for her years of mentoring and coaching midcareer leaders, executives, healthcare professionals, and sales leaders to achieve higher levels of influence.

She also writes a [career column for American City Business Journals](#), covering their how-to career and business strategy sections, with articles published across 44 cities in the United States. Her [TED talk, "Speaking Without Apology,"](#) guides on how to detach from language that feeds into the "Sorry Syndrome" and make subtle tweaks in your speech to springboard you from diluting your value to spotlighting your assets immediately.

She guides professionals how to reclaim their confidence, tap into their instincts and embrace their inner dialogue using proven tactical tools, and strategies in proven step-by-step career leadership programs coaching on ways to authentically build trust as leaders and advance in their careers.

She delivers seminars, workshops, webinars, coaching, microlearning "just in time" modules, and self-paced multimedia courses to fit your organization's training needs. Her work has been integrated to launch Women's Leadership Initiatives, Leadership Academies, Diversity and Inclusion Initiatives, New Hire Programs and used in learning and development programs across government agencies, nonprofits, and organizations in the financial services, health care, real estate, education, and wine sectors.

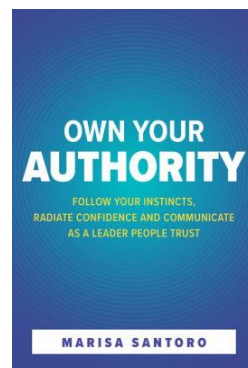
Prior to any coaching or training program, she delivers a pre-assessment clarity questionnaire to every participant in order to assess where they are struggling in their career, what the pain points are and where they would like to be in their career, in 3, 6, 12 months' time – their breakthrough career goals.

In the world of leadership development, there's no shortage of advice on what to do to drive career success—but very little is said about who to be and listening to your intuition. While leadership skills are important, self-trust is the foundation that great leadership is built upon—and developing it is a deeply personal process. In [Own Your Authority](#), career leadership expert Marisa Santoro provides the knowledge, tools, and insights you need to understand and embrace your authentic personality and trust your intuition.

"This is the heart of increasing confidence in any area," she writes, "taking on risk in small increments, stepping into new territory, facing fears, learning, failing, growing, and circling back to take on more risk that will stretch but not freeze you."

Great leaders communicate clearly, speak up when it matters most, and thrive on taking on measured risks. Through self-awareness, they embrace acts of discomfort every day—all in the name of learning, growing, and achieving higher levels of influence and leadership.

And it all comes with self-trust and confidence.



The CONFIDENCE FORMULA: 101 Ways to Confidently Communicate Your Value At Work. [REPORT]