



From “Tell Me About Yourself” to a Strong Elevator Pitch

What is the most common — and often most challenging — question in any interview or networking setting?

TELL ME A LITTLE BIT ABOUT YOURSELF!

This question offers a valuable opportunity to present your story clearly, highlight your strengths, and connect your background to your career goals.

Developing a well-crafted **elevator pitch** is one of the best ways to prepare for this moment. Your elevator pitch serves as a concise, confident summary of who you are, what you do, and what you’re seeking — whether you’re in an interview, career fair, or networking event.

Creating an Elevator Pitch with the NEWS Method

An elevator pitch is a brief (30–60 second) introduction that captures the essence of your professional identity.

It should be clear, engaging, and tailored to your audience. This will help you respond to the question, “Tell me about yourself,” in a more focused and structured way.

One effective framework for creating a strong elevator pitch is the NEWS Method: **NAME, EDUCATION, WANTS, SKILLS.**

Office of Career Development

Building B119

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8:30 am to 4:30 pm | after-hours appointments available

**NAME:**

Start by introducing yourself with your name and, if relevant, your field or area of study/work. This sets the stage for who you are.

Example: "Hi, my name is [Your Name], and I'm a [student/volunteer/intern/recent graduate] [majoring in/working in + field, e.g., majoring in Sociology]."

EDUCATION:

Share a brief overview of your academic background—whether you're currently studying or have already graduated. Highlight your degree, institution, and any relevant coursework, projects, or certifications. Focus only on details that directly align with the role.

Example: I earned my [Degree] in [Field] from [University], where I completed [relevant projects, coursework, or certifications] that strengthened my skills in [specific area]."

WANTS/WHAT YOU'RE LOOKING FOR:

State your career interests or the type of role you are seeking. This explains why you're applying and what direction you're headed.

Example: "I'm passionate about business analytics and looking for opportunities where I can use data to support strategic decision-making."

SKILLS:

Finish by highlighting a few key skills that directly match the position. Mention both technical and soft skills when relevant, and connect them to how you can contribute.

Example: "I bring strong skills in [technical or industry-specific skills], along with strengths in [communication, problem-solving, leadership]. I'm particularly interested in [specific area], and I'm confident I can bring value to your team."

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Share Your NEWS:

TELL ME A LITTLE BIT ABOUT YOURSELF!

NAME:

(Reminder: Introduce yourself clearly with your name and, if relevant, your field or role.)

EDUCATION:

(Reminder: Give a brief overview of your current or completed academic background that aligns with the role.)

WANTS/WHAT YOU'RE LOOKING FOR:

(Reminder: Briefly state your career interests or the type of role you're seeking. Explain why you're applying and the direction you're moving toward)

SKILLS:

(Reminder: Highlight the key skills you bring that directly connect to the position.)

The top skills employers look for include:

- | | |
|----------------------------|---------------------------------|
| ★ Critical Thinking | ★ Problem Solving |
| ★ Teamwork & Collaboration | ★ Adaptability |
| ★ Leadership | ★ Oral & Written Communications |
| ★ Strong Work Ethic | ★ Professionalism |

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