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BUF 4900 – OL 83
Dr. Adomaitis
Professional Development Critique 1

The Professional Development Center (PDC) held a workshop on creating an elevator pitch. The workshop introduced steps for creating an elevator pitch. They delve into developing an effective introduction of who an individual is. Following the introduction, one will learn how to summarize what they do and what makes them an asset to an organization in an effective manner. This workshop was presented by Christopher Millington, who is a Career Advisor at the New York City College of Technology PDC.

Christopher has attained a Bachelor of Arts in T.V. Radio at Brooklyn College, CUNY. Later, he achieved a Master of Science in Education for School Guidance and Counseling at Brooklyn College as well. Studying school guidance and counseling allows Christopher to be a good candidate for being a career advisor. He is considered to be an expert in this workshop as his degree allows him to apply the theories of counseling and career or educational development in efficient evidence-based practices for diverse individuals. According to Christopher's bio on the PDC page, he is active within the college and in organizations throughout the New York City area to improve the lives of students.

One would learn many key points in creating an elevator pitch. As stated in the workshop, "Your Elevator Pitch is a foundational piece of your career plan's multi-step process, and helps you to network..." (Millington, 2022). This is a fundamental point an individual will obtain about having an elevator pitch and how it impacts one's career plans. A memorable takeaway from the workshop would be knowing how to differentiate oneself. It is important for an individual to recognize what makes them different than other candidates. This allows a person to distinguish what they can add to a company.

Furthermore, one should be informed that creating an elevator pitch can be intimidating but not impossible. An individual may be overwhelmed by having to pinpoint the important topics in a pitch that is to be done under thirty seconds. A corrective action that can be taken is to refrain from simplifying one's skills. It is crucial to mention what skills would make an individual stand out from their peers. Students currently taking an internship or preparing for their respective careers should be advised to learn the five simple steps to creating an elevator pitch and practice the pitch with career advisors. In addition, it would be beneficial to be prepared to give a pitch in unexpected moments as opportunities can appear at any time.

Reference

Millington, C. (2020, July 24). *How to prepare your virtual career fair "elevator pitch"*. Handshake. Retrieved November 23, 2022, from <https://joinhandshake.com/blog/students/college-student-elevator-pitch/>