

Creating Your Elevator Pitch

Here are clear, practical tips to help you craft a strong elevator pitch for a senior or executive role. The aim is to sound grounded, commercially minded and confident without drifting into clichés.

1. Lead with your value, not your job title

Skip the full career history. Open with a sharp statement about what you *do for businesses*.

Example:

"I help organisations scale sustainably by lifting performance, strengthening culture and driving long-term growth."

This positions you as a problem-solver, not just a role holder.

2. Highlight your scope of leadership

Executives are measured by the size and complexity of what they lead.

Call out:

- Team size
- Budget/P&L responsibility
- Regional or multi-site oversight
- Major programs or transformations

This signals capability at the right level.

3. Use one or two standout achievements

Choose results you can summarise in a sentence, ideally with a measurable outcome.

Think: growth, transformation, turnaround, digital uplift, restructuring, cultural impact.

Keep it tight.

Example:

"I delivered a 25% uplift in operating performance during a major restructure while improving engagement across the business."

4. Make your strengths feel commercial

High-level roles are about strategy, people, risk and financial outcomes.

Frame your strengths in simple language:

- "I build high-performing teams."
- "I simplify complexity and turn strategy into action."
- "I steady organisations during periods of change."
- "I lift performance through clarity and accountability."

Avoid generic statements like "I'm passionate about leadership."

5. Tailor your pitch to the audience

Executives care about the problems they're trying to solve.
Consider:

- Growth
 - Stability
 - Transformation
 - Culture alignment
 - Stakeholder or board engagement
 - Shape your pitch to show you operate in that space.
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6. Keep the tone confident and calm

You're not selling; you're signalling readiness.
Use steady language. Avoid bragging.
Make it sound like this is simply the level you operate at.

7. End with where you're headed

Close with the type of opportunity you're targeting.
Keep it open enough to spark conversation.

Example:

"I'm now looking for a senior leadership role where I can lead a business unit, build capability and lift performance across a large team."

8. Keep it short enough to remember

Aim for 20-30 seconds.
If someone can repeat it back later, you've nailed it.

9. Test it with people who know you well

Ask them:

- Does this sound like me?
- Does it reflect how I lead?
- Does it feel senior enough?

If they hesitate, tighten it.

10. Have two versions

- Formal version:** For interviews, board members, headhunters.
- Conversational version:** For networking events or informal chats.

Consistency matters, but delivery style should shift with the setting.