

Pitch your Talent

Exercise sheet for job-seekers

Use this template to outline the key points in your pitch to the employer.
Remember to tailor the content according to your audience.

1. Brainstorm

Use keywords and bullets in this section and ideate freely. There are no wrong answers.
You can be as bold as you dare to be – nobody's watching!

A. Identify your skills

Let's start with mapping your skills. List what you have learned in your studies, hobbies, previous jobs and other activities. Quantify what you can by using numbers. Remember to include soft skills, too. For inspiration, see [what skills the world needs in the future according to World Economic Forum \(2020\)](#).

B. Create your story

i. Analyse what your background tells about you. What is the red thread in your interests? Do you see a pattern emerging?

ii. Where is your story headed? What is your purpose?

This is a chance for you to share what you are excited about and what is important to you. Don't worry too much about knowing exactly where you are going (most people don't). Share what inspires you now.

What is the biggest problem in the world right now? What are the societal issues you want to solve?

For inspiration, try to [Design your life](#), listen to [Simon Sinek](#) or identify your [Ikigai](#).

2. Package your pitch

Let's put it all together now. Pay attention to effective language: are there unnecessary words you can remove? Can you say it in a shorter way? Can you be a bit bolder? Use active and straight-forward language instead of the passive voice. Talk about yourself as you would of a good friend. You can use this pitch when being interviewed, on your job application documents or LinkedIn-profile.

2.1. Your hook

This is the one-sentence response to the question: "Who are you?".

2.2. Your key skills

In two short sentences, give a bit more information of your skills and background. Tailor this section to highlight the experience that matches the opportunity you are seeking.

2.3. Your purpose

In two short sentences, share where you are headed and what you are looking for professionally.