

Script: 30-second pitch

Hi, my name is Sukyi Naing

I'm an alumna of both Cerritos College and UC San Diego, where I earned a bachelor of science in psychology.

Focus

In this video I will introduce the 30 second pitch, explain its significance and provide a specific example.

What is it?

What is a 30 second pitch?

Its objective is to convince someone that you're are the right person for a specific position, such as a job, internship, etc.

Think of it as a commercial for an audience in the following settings:

Working with faculty members, applying for internships, interviewing for scholarships, and other professional mixers.

Significance

Why is the 30 second pitch important?

In today's higher education where immediate communication plays a critical role, the ability to effectively communicate who you are in relation to the position you are pursuing in a brief time frame is a necessity

In this brief moment, you have an opportunity to communicate a tailored pitch of who you are; include your skills, interests, and/or values while keeping in mind the position/program's objectives.

Specifically, how do your qualifications meet their needs? Quality trumps quantity: focus on a few significant qualifications that are tailored to what you are pursuing.

Example

I will now provide an example where I'll focus on the following qualifications. Pay attention to the connection I make of my experience and what the internship seeks.

- Mental health awareness
- Some research experience

- Experience working with children

My name is Sukyi Naing and I am a graduate from UC San Diego, where I earned a Bachelor of science in psychology and minored in ethnic studies. My awareness of mental health was initiated in the classroom, but it was applied best in the research setting with Dr. Amy Lansing, who served as my mentor on an independent research project on the impact of childhood neglect on juvenile recidivism in the juvenile criminal justice system. With the guidance of Dr. Lansing, I successfully applied the research skills I acquired through didactic learning, which is theoretical knowledge. This experience supplements my current position as a behavioral instructor for children with Autism, where I exercise my critical thinking skills daily to provide effective behavior intervention.

Once you have a draft of your pitch, practice with and seek feedback from your friends, classmates and professors for improvement.

This concludes the topic of the 30-second pitch.

For more information, please visit our website.

I'm Sukyi, and thank you for joining me.