

## TWO-MINUTE PRESENTATION

### WHAT IS A TWO-MINUTE PRESENTATION AND WHY IS IT IMPORTANT?

A two-minute presentation is a great networking tool that allows you to quickly articulate your skills and experiences to an employer or potential networking contact. It is long enough to keep the attention of the networking contact while also giving just enough information about you. This is the time to make your “sales call!”

As you create your Two-Minute Presentation, review your skills and consider what employers want. Studying job descriptions will provide you with specific skills and strengths to include in your presentation!

### TWO-MINUTE PRESENTATION SAMPLES

**Example 1:** Steve is looking for a marketing position. He is a recent college graduate with limited experience. The company is looking for someone who is energetic, organized, and has experience in the marketing field, specifically someone who can think creatively to reach new markets. They also need someone with excellent communication, problem-solving and negotiating skills. His sample is below:

I recently completed a Bachelor’s degree in Marketing. As part of my program, I conducted an internship where I worked as a public relations/marketing representative (**related past work experiences**). This position allowed me to gain experience with planning and marketing, problem-solving, and working with people at all levels (**skills**). Some of my strengths include excellent organizational skills, communicating with customers and vendors, and targeting new customers or markets to achieve sales goals (**strengths**). I believe I could benefit your company by using a customer-oriented approach to negotiate new accounts and exceed profit goals (**how to improve company**). I am looking for an opportunity to use the skills I have acquired to continue to serve customers while using my high-energy and creativity to reach new markets and increase sales (**objective**). I am eager to work for this company because of the vast clientele you serve and your reputation for excellence (**why you are interested in the company**).

**Example 2:** Julie is looking for a clerical position. She has 5 years’ experience as a secretary. The company is looking for someone who is professional, computer savvy and customer-service oriented. They must be able to multi-task in a fast-paced environment and enjoy interacting with the public. Her sample is below:

I am looking for a position that allows me to use my clerical experience and customer service skills (**objective**). I have worked as a secretary for over 5 years and enjoy the fast-paced work schedule the field offers (**related past work experiences**). I am highly skilled in MS office and can type 70 WPM (**skills**). An accomplishment I am proud of is completing an Office System Technology certificate, which has allowed me to be more productive and efficient (**accomplishment**). My strengths include a friendly customer-service oriented approach with clients and the ability to multi-task and consistently complete tasks ahead of schedule (**strengths**). I can offer this company a professional presence at all times and the knowledge to streamline and simplify office procedures (**how to improve a company**). My goal is to obtain a position that will allow me to continue to expand my knowledge of office systems and further my education in the office management field (**career goals**).

**COMPLETE YOUR TWO-MINUTE PRESENTATION**

1. What is your career objective?
  
2. What are your related past work experiences?
  
3. List your Strengths/abilities/skills.
  
4. What can you offer a company?
  
5. List your specific accomplishments
  
6. How does the position fit with your career goals?
  
7. Why are you interested with the specific company?