

*Pitch Perfect:  
Craft Your Power Statement With  
Confidence*



*Shannon Clark Johnston, SHRM-SCP  
Founder, True HR, LLC*

A person is sitting at a desk in a well-lit room. They are holding a white mug of coffee in their left hand and writing in a spiral notebook with a pen in their right hand. A laptop is open in front of them. To the left, there is a small potted plant with green leaves. In the background, a wooden shelf holds some books and a small decorative object.

# *Today's Agenda*

- *Background*
- *Common Pitfalls*
- *P.I.T.C.H. Framework*
- *Application, Practice & Sharing*
- *Storytelling*
- *Delivery*
- *Wrap Up & Final Thoughts*

# ICEBREAKER!



# *What is a Power Statement aka, an “Elevator Speech”?*

- *But First, Why?*

Career advancement, networking, interviews

- *Brief Introduction*

A 30-60 second compelling pitch about who you are and what you do.

- *Spark Interest*

Opens doors for further conversation, not a full resume.

- *Hollywood Origin*

Concept from screenwriters pitching ideas during short elevator rides.



# *Relationship Building Through Pitching*

*Builds trust and engagement from the first interaction*

*Helps internal and external stakeholders quickly understand your value*

*Opens the door to new relationships and strengthens existing ones*



*Building Relationships Starts With the Right Introduction . our power statement isn't just about talking, it's about connecting.*

# *Common Pitfalls in Elevator Pitches*



## *Information Overload*

Listing everything instead of focusing on what's most important.



## *Assuming Knowledge*

Using industry jargon or acronyms that can confuse listeners.



## *Robotic Delivery*

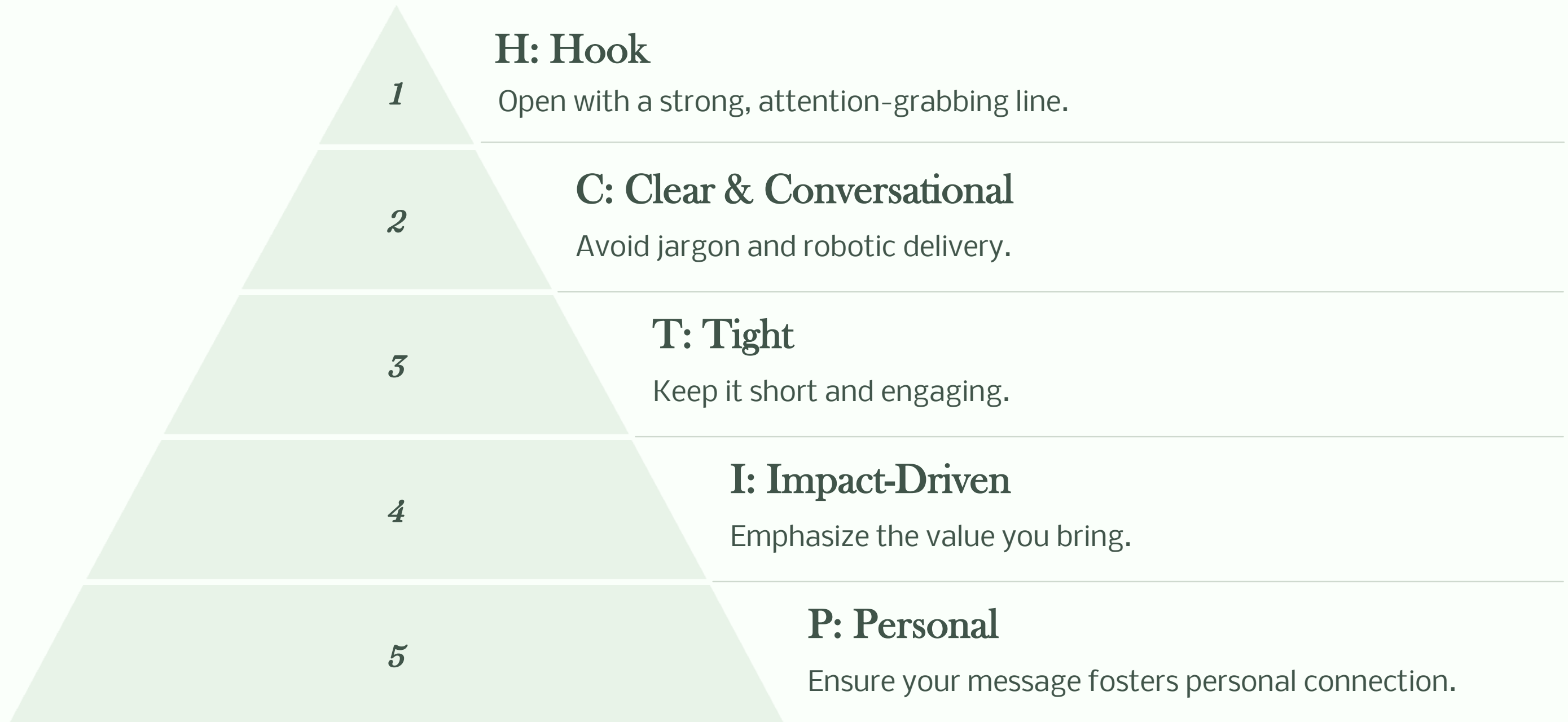
Over-rehearsing can make the pitch sound unnatural and scripted.

# *Let's Try It!*

Think about what you might say to introduce yourself in a meeting - you don't know anyone and its very important that they understand what you do.

- 1** — **5 Minutes**  
Write it down.
- 2** — **Pens/Pencils down**  
When you are done.
- 3** — **Share**  
I will ask for a few volunteers.

# *The PITCH Framework*



# *The PITCH Framework - Examples*



# *Elevator Speech Upgrade with PITCH*

## Before

"I'm an HR consultant specializing in talent development and workforce strategies."

## After

"Did you know that companies with strong leadership see 48% higher financial performance? I help businesses develop confident leaders, strengthen teams, and create workplace cultures where people thrive. Whether through leadership coaching, employee engagement strategies, or training programs, I turn workplace challenges into opportunities for growth."

# *PITCH Framework - Activity*

1

## **H: Hook**

Open with a strong, attention-grabbing line.

2

## **C: Clear & Conversational**

Avoid jargon and robotic delivery.

3

## **T: Tight**

Keep it short and engaging.

4

## **I: Impact-Driven**

Emphasize the value you bring.

5

## **P: Personal**

Ensure your message fosters personal connection.

## Let's Try It!:

1. Go back to the statement that you wrote down earlier.
2. Revise it by applying the PITCH framework.
  - Go through each aspect of the framework to ensure you are hitting all the elements.
3. You will have 5 minutes and then we will share.
4. Raise your virtual hand when you are finished.

# *Storytelling in Your Power Statement*

1

## *Situation*

Set the scene.

2

## *Problem*

Identify the challenge.

3

## *Solution*

Explain your approach.

4

## *Impact*

Highlight the results.



# *Add a Story to Your Power Statement*

1

## *Situation*

Set the scene.

2

## *Problem*

Identify the challenge.

3

## *Solution*

Explain your approach.

4

## *Impact*

Highlight the results.

## Example:

1. Instead of: *I work in Human Resources and focus on employee engagement strategies.*
2. Use a story: *A year ago, our company's engagement scores were at an all-time low, and turnover was rising fast. Employees felt unheard, and it was affecting productivity. I designed an employee feedback system that gave our team a voice. Within six months, engagement scores rose by 40%, and voluntary turnover dropped by 25%. Now, leadership relies on our system to keep employees engaged and motivated.*
3. Now you try it! You will have 5 minutes and then we will share.
4. Raise your virtual hand when you are finished.

# *Making It Sound Natural*



## *Speak, Don't Script*

Aim for a natural, conversational tone rather than a rehearsed speech.



## *Context Matters*

Adjust your power statement based on the situation and audience.



## *Confidence is Key*

Match your body language and tone to your message. Smile and make eye contact.



# *Your Elevator Pitch is a Tool*

## *Evolving Story*

Your pitch should grow and change with your career.

## *Practice Regularly*

Refine your pitch by using it in different contexts.

## *Open Doors*

The right words, said the right way, can change everything.

# *Using Your Pitch Across Contexts: When to use your power statement*



- ✓ *Interviews or panel introductions*
- ✓ *Networking (internal or external)*
- ✓ *Conferences and external training events*
- ✓ *Internal meetings with cross-functional teams*
- ✓ *Vendor or stakeholder alignment sessions*
- ✓ *Talent Acquisition/Recruiting outreach*
- ✓ *Social Media & LinkedIn Headline*

*This isn't just an elevator "pitch". It's your anchor statement. One you can build on, flex and return to as needed.*

# *Key Takeaways*

## *Keep it Simple*

Focus on your core message and value proposition.

## *Make it Personal*

Use storytelling to create a connection with your audience.

## *Deliver with Confidence*

Practice your power statement until it feels natural and authentic.





[shannon@true-hr.com](mailto:shannon@true-hr.com)

## *How to Work With Me:*

### *Workshops & Speaking*

Engaging sessions on leadership, communication, and workplace culture with custom training tailored to your next team meeting, event, or retreat.

### *Human Resources Consulting*

Support for initiatives like org design, performance reviews, onboarding strategy, or culture-building.

### *Fractional Human Resources Support*

Lead your HR function or support your existing team during busy seasons, leaves, or key initiatives, without the cost of a full-time hire.

### *Coaching & Advisory*

1:1 support for career growth, including resumes, LinkedIn, and job strategy – plus coaching on leadership, communication, and presence.

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# TrueHR

*Empowering Change, Driving Transformation*



**PITCH PERFECT: *Craft Your Power Statement With Confidence***

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