



SDSU Student Accounting Society

Meeting Minutes: RSM

Elevator Pitch

3/11/2021

Presenters:

Andrea Jew:

- Campus recruiter for the west region in RSM
- Been with RSM for 5 years
- Started in Audit
- Has Big 4 experience

Email: Andrea.Jew@rsmus.com

Travis Kester:

- Tax Partner at RSM

Email: Travis.kester@rsmus.com

Lorans Loqa:

- Audit professional at RSM

Email: Lorans.loqa@rsmus.com

RSM Recruiting Brochure Link:

https://rsmus.com/content/dam/mcgladrey/pdf_download/rsm_careers_virtual_fall_recruiting_us_brochure_infographic.pdf

Presentation:

About RSM:

- 5th largest firm in the U.S.
- Voted Best Place to Work in San Diego
- Promotes diversity and inclusion
- Primarily serves the middle market
- Variety of exposure to different industries

The Pitch

Part 1: Identify your Goal

- Should be done before the pitch itself
- The pitch can be used beyond a job interview
- Should be short but clear and concise
- Know what the pitch is for

Part 2: Explain who you are/ what you do

- Identify your name
- Share information that would differentiate yourself from your peers
- Establish a topic to relate to
- Finding commonalities between you and your interviewer
- Communicate what makes you stand out
- What you share must relate to your goal

Part 3: Communicate your interest in the field

- Share your interest(s) in the field
- Use concrete examples to show interest
- Tie your interest(s) to your goal

Part 4: Explain how you are Qualified

- Explain expertise and showcase work experience
- Detail skills from projects, classes, and events outside of school

Part 5: Engage with an open ended questions (For Networking Only)

- End with a question that keeps the conversation going
- Try to make it open ended
- Make sure your question is related to your goal and interest(s)

More information:

- Remember the pitch is meant to be short
- Be clear and concise with your pitch
- Rehearse and practice your pitch
- Have a high level of familiarity with your pitch
- Make sure it sounds natural
- Practice with someone

Questions:

Q: Is there such a thing as overselling yourself?

A: - A person can't necessarily oversell themselves

- But make sure you speak with confidence and not cockyness
- Know what you are applying for
- Let others know who you are and the role you would play
- Know how you are going to grow
- Don't reiterate what has been said already

Q: Give an example of a memorable elevator pitch?

Travis A:

- Most memorable are those that are personal
- Give a hint on who the person is

- Gives a clue to how well they will work as a team

Andrea:

- Tie the pitch back to the conversation which makes it more memorable

Lorans:

- Try to stay in the same conversation
- Make sure the conversation is relatable

Q: Can you share an example when a creative idea helped improve the team's work?

A:

- As an professional one is quickly exposed to a lot
- Really study what you are working on
- See how you can improve what you are working on

Q: What groups are you involved in?

A: Andrea:

- Part of a group called InspirAsian
- Group dedicated to learning and teaching about Asian cultures and customs
- See how those customs can impact clients and coworkers

Ex: Lunar New Year is bigger than Christmas and it happens in the middle of busy season

- For three years have attended the Ascend Convention
- A Pan-Asian Organization
- Has many lecturers and speakers
- RSM also has a Family First Group
- For people who have families or are taking care of a member
- Sharing various tips and tricks
- Don't have to identify with a group to join

Q: Do the groups have events?

A: Each group does have events that can range from office specific to even international

- Many host mentor programs
- Some do volunteer work