

# The Elevator Speech

## Delivering the Perfect Pitch



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# THE ELEVATOR SPEECH

- Short, prepared speech that explains what you or your organization does, clearly and succinctly.
- Can be used to spark interest or to “pitch” an idea, service, or product.
- Tell people what you do.
- No longer than a short elevator ride (20 to 30 seconds).

# Why do I need one?

- Fine tune your message
- Builds confidence
- **ASSISTS IN RECRUITING FOR YOUR CAUSE!**

# Creating an Elevator Pitch

- 1. Identify your objective**
- 2. Explain what you do**
- 3. Convey your uniqueness**
- 4. Engage your audience (ask a question)**

# Connect to the WHY!

- **Why you do what you do!**
- **Why you believe your work is important!**
- **Why your work is important for the community!**
- **Why your work is essential for health creation!**
- **Why your work is important to our health care system!**

# Elevator Speech Template

1. I am \_\_\_\_\_

2. I do \_\_\_\_\_

3. I help (solve) \_\_\_\_\_

4. Compelling question/state need \_\_\_\_\_

# Example

**Hello, I am Heather Carrie, Director of Bastyr University's Center for Health Policy and Leadership, and I work with the natural health and integrative medicine community to inspire civic engagement through solution-focused leadership training.**

## **My Why:**

**I believe that empowering our community with leadership skills is essential for transforming our health care system.**

Thank you for the work you are doing!

I look forward to joining you February 12<sup>th</sup> in  
Olympia!