CRAFTING YOUR ELEVATOR SPEECH
What’s the point?

■ 1 - 2 minutes *max*
■ be clear and passionate
■ make it memorable
■ know your audience
■ include call to action
The Equation

\[
\text{[data + stories]} \times \text{what your audience cares about}
\]

= impact, engagement, follow up
The Foundation

- start with ‘WHY’
- know your audience
- avoid jargon
- use stories as examples
- include numbers or comparisons

https://startwithwhy.com/find-your-why/
Group Activity

- partner up in a small group (2 - 4 people)
  - brainstorm answers for your worksheet
  - create an elevator speech based on the topic you brought

- let’s share!
other uses for the elevator speech
- administration buy-in
- presentation brainstorming
- personal mission statement
- organizing thoughts & direction
Any QUESTIONS?