

How to create an effective elevator speech



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Workshop Objectives

Participants will be able to:

- **Describe what an “elevator pitch” is and why it is an important skill.**
- **Understand the process for developing your own “elevator pitch”.**
- **Create “elevator pitch” options that speak to the uniqueness of Healthy Start.**

What is an elevator pitch?

An “Elevator Pitch” is an overview of an idea, product, project, person and is designed to be **QUICK** and **CLEAR**, to get a conversation started—as would happen in the time of an elevator ride.

What does that mean for us?

“**Healthy Start** works to prevent infant mortality in 87 communities with infant mortality rates at least 1.5 times the national average and high rates of low birthweight, preterm birth, maternal mortality and maternal morbidity (serious medical conditions resulting from or aggravated by pregnancy and delivery).

Healthy Start communities are some of the nation's poorest and Healthy Start families frequently struggle to meet their most basic needs.

Healthy Start reaches out to pregnant women and new mothers and connects them with the health care and other resources they need to nurture their children.”

Important?

YES!

Meaningful to everyone you meet?

NO!

An “Elevator Pitch” answers:

What

do you do?

Who

do you do it for?

Why

it is important?



The key features are:

CONCISE: uses as few words as possible

CLEAR: understood by anyone

COMPELLING: explains importance of the problem and solution

CREDIBLE: explains why you are qualified

CONCEPTUAL: doesn't go into too much detail

CONCRETE: specific and tangible

CONSISTENT: each variation delivers the same basic message

CONVERSATIONAL: starts a conversation with an audience



Why the focus on time?

Attention spans are short

Time constraints are many

Demands are high

For these reasons

- Focus on what is important— you can always say more, you can never go back and say less.
- As you tighten up your message, it will become more useful for outreach activities



Preparing Your Pitch: Benefits + Barriers

Think about the people you might speak to, and think about:

What benefits are you offering them as a stakeholder?

What potential barriers prevent those benefits from being realized?

How will you address these barriers?



Preparing Your Pitch: Consider Style + Tone

- Value oriented
- Capable
- Direct
- Business-like

- Issue or community focused
- Shared benefit
- Congenial
- Polite

- Individual focused
- Supportive
- Understanding
- Informative
- Friendly



Preparing Your Pitch: Three W's

What

What need are you serving?

What do you and your organization do?

What are you communicating?

Who

Who are you and who do you represent?

Who are you reaching?

Who benefits?

Why

Why is your organization doing this work?

Why should your work be important to others?

Let's Try it Out

In your group, come up with two statements that answer each

WHAT, WHO, + WHY.

One Step Further

In your group, draft a 30 second elevator pitch for someone in your community.

(That's about 75 words.)

Added Challenge

Think about messaging for social media– try making a 15 second pitch.

Three sentences or less.

Recap

What you put in:

What, who, and why?

Appropriate style + tone

Benefits and barriers

Limited time

What you get out:

Concise, compelling, consistent message that addresses what do you do, who do you do it for, and why it is important, for anyone you meet.

Thank You!

