

Your Elevator Pitch



Guiding Principles

1. Inspire People by:

- Moving away from an “informational” approach.
- Moving from negatives to positives.
- Using every opportunity to get buy-in.
- Listen and show respect

2. Own What You Say by:

- Putting yourself in your remarks.
- Backing the organization authentically.
- Showing what you believe and why.

3. Be a Visionary by:

- Understanding how the organization’s strategic goals align.
- Showing people how the future will shape their world.
- Emphasizing the role you play in the transformation of the organization.

4. Deliver Messages that are Clear and Compelling by:

- Making your message easy to grasp and relevant to your audience.
- Developing your messages with strong proof points.
- Using language that allows your messages to come through.
- Closing with a call to action.

5. Use a Conversation Grabber such as:

- Asking a provocative question – What is on the audience’s mind?
- Using an anecdote or story – Relevant to the topic.
- Giving a definition – Clarify an ambiguous term or concept.
- Using a quote.
- Using an analogy.
- Using humour – Keep it relevant and only use it if you are funny.
- Relating a personal experience.

Your Elevator Pitch in under 3 minutes

Introduction



Introduce yourself; mention your title/role, team and division or group. Keep it brief. Focus only on what is relevant to your problem, solution or ask.



Add a grabber from the list on the first page to bring the audience in and present in the moment.

Problem/ Subject



Introduce a problem you have identified or the service you provide. Mention who experiences the problem or uses the service, what their pain points are and how it impacts them.

Core Message



The following points prove the message. They represent one of the five patterns:

- 1. Reasons** – why you need to work with me
- 2. Ways** – how you can work with me
- 3. Situation/response** – when you need to reach out to me and what to expect
- 4. Present results/future prospects** – how working with me is a benefit now and going forward
- 5. Chronological** – process for how to contact or work with me

Suggest choosing any three of the points shown above for your core message and then think of three supporting items for each point. Then suggest you restate it to compose your full elevator pitch as it will be voiced/stated.

Call to Action



This is where you ask for help, money, etc. Describe a specific person, resource, skill, or call to action. What you need or can fulfill.
