

The Elevator Speech: An Effective Communication Tool

An elevator speech is an effective way to communicate information about your organization in brief memorable sound bites. The concept is simple – you find yourself in an elevator with someone who asks: “So, what does your organization do?” Sometime between the first and second floors, you should be able to spark their interest in your organization. Unfortunately, many of us need the 108 floors in the Sears Tower to tell our story! With a little practice, however, you will be able to deliver your elevator speech succinctly and with passion.

Following are a few elevator speech tips.

There are two important ingredients for your elevator speech:

1. **Relevancy:** Quickly assess your listeners and address any specific interests they may have. The assessment will provide an opportunity for matching their interest with the work your organization does.
2. **Authenticity:** Share passion for your organization and the work you’re doing by letting your listener in on your personal and authentic connection with it.

Elevator speeches should:

1. Emphasize your involvement with your organization – what and why.
2. Highlight what your organization accomplishes – think what, not how. Always mention the organization’s USP – its **Unique Selling Proposition**.
3. Mention how the listener can get involved and invite his/her personal involvement.

Remember – Concentrate on what you want people to remember about your organization and what you want them to do. Always deliver your elevator speech with passion, simplicity...and **EXCITEMENT!**

Early Connections' Elevator Speech

The Family Center is dedicated to **making positive changes** for children and families throughout California. By working in **collaboration with parents and early childhood service providers**, we're strengthening mental health services that are delivered to families – especially those with **children who have social, emotional, behavioral and developmental concerns**. As a **Board member**, I'm **excited about the results** the partnership is achieving. **I'll give you a call to see if we can find some time to meet** so I can share with you some of those achievements and to see how you might get involved. (:30 seconds)

Key Elevator Speech Words

1. **"...making positive change..."**
2. **"...collaboration with parents and early childhood service providers..."**
3. **"...children ages 0-5 with social, emotional, behavioral and developmental concerns..."**
4. **"...As a Board member, I'm excited about the results..."**
5. **"...I'll give you a call to see if we can find some time to meet..."**