# The Elevator Speech Exercise:

**Ideas:** *Send this 7 days in advance of any strategic planning or alignment activities you may have planned. Or use it at an in-house team, or volunteer board meeting.*

*The hold an* **Elevator Speech Showcase** *– A good elevator speech can help your team market your product, organization, and process. (Again, ask participants to prepare in advance.)*

**Sample email:**
Colleagues:
In preparation for our upcoming meeting on _____ from _____, please take a few moments and prepare an elevator speech about your work at the _____. Come prepared to share for 30-60 seconds max. Below is an outline to help you put some thoughts together.

## An elevator speech consists of three key parts:

1. **Show the value.** What is the *reason* your audience might want what you have?

   The value proposition is NOT the service you're providing or "what" you're selling. Your value is the effect or impact that you bring. It's what Simon Sinek calls the "why." For example, say you do strategic planning. That's not the value. Everyone does strategic planning. The value is showing "why" strategic planning can help your audience's business or organization.

2. **Explain the difference.** Why should your audience choose you?

   This is a critical component. Here, you must succinctly tell what makes you or your idea different from everybody else. Provide the reason (Sinek's "why") they should choose you. Provide a detailed, concrete fact that stands out.

3. **Entice action.** Make your audience want to follow up.

   Elevator speeches are casual conversations, ***not sales pitches.*** The key: lead your audience to request (or agree to) a future, in-depth conversation at which time you gain their business, or they join your cause.

Hint:  Your mission and vision statements should "show up" in your elevator speeches!

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**THE OHIO STATE UNIVERSITY**
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES