

## Creating an Elevator Pitch

Use this activity with your team to create or refine the way you talk about your work with others by developing a 30-second elevator pitch.

**Supplies:** Half sheets of 8X11" paper, post-its

**Introduction:** Consistency in communications is crucial among partners, as it belies the need for partners to share the same clear idea about who you are and what you are trying to accomplish, as well as consistent language in how you communicate this to external stakeholders. Word of mouth and face-to-face interactions are some of the most effective ways of building relationships and communicating the value of your team and project.

### Step 1: Audience – Apathetic vs. Advocate vs. Amenable

- a. Direct your elevator pitch at the “middle ground” audiences who are amenable to your work, but not yet highly supportive or engaged.
- b. Distant, disinterested, apathetic audiences require a lot of effort to win over and may not be a strategic use of time and resources.
- c. Supportive, engaged audiences are already on-board, and do not need to be strongly targeted.

### Step 2: Brainstorming

- a. Participants (your team) are given post-its and half sheets of paper.
- b. Participants have 2 minutes to write down everything they want (potential) partners to know about their project on ONE SIDE of the half sheet of paper. Consider the following framework questions:
  - What does our project/program do/provide for partners?
  - Who does our work serve and why?
  - How is our project/program unique?
  - How does our project do its work?

### Step 3: Editing

- a. Consider:
  - Strategic/partnership goals?
  - What isn't important in a first impression? What is?
  - Remove redundancies
  - Can you hear yourself, your team actually saying this?
- b. Pair up and take turns reading your elevator pitch and getting/giving feedback.
- c. Share back some examples with the group and get feedback.

### Step 4: Finalizing your elevator pitch

- a. Use group feedback to refine the agreed upon language your team will use with external stakeholders. Remember, your final pitch should be short and sweet!