

Creating an Elevator Speech Worksheet



Part 1: Brainstorm

Step 1: Use the prompts to brainstorm

<u>List the reasons your organization is pursuing PH accreditation</u>	<u>List the values of your audience</u>
<u>List the values of your organization</u>	<u>List the values of your community</u>

Step 2: Draw lines connecting the values of the organization, community, and audience that you feel overlap. Then draw lines connecting the values of the three groups to the reasons that your organization is pursuing accreditation. Use this to determine the most important reasons to include in the elevator speech.

Step 3: Define your organization's role based on the following prompts, as appropriate. Remember to focus on outlining information about your role that you feel will be valuable to your audience.

<u>What are your short and long term goals?</u>	<u>What actions will you take?</u>
<u>What is your timeline?</u>	<u>What resources will you use?</u>

Part 2: Draft your Speech *(remember to keep it under 90 seconds!)*

Start with a hook: _____

Provide context: _____

Offer a solution: _____

Finish the puzzle: _____

Part 3: Practice and Review *(refer to the Elevator Speech Infographic Finishing Touches Checklist)*