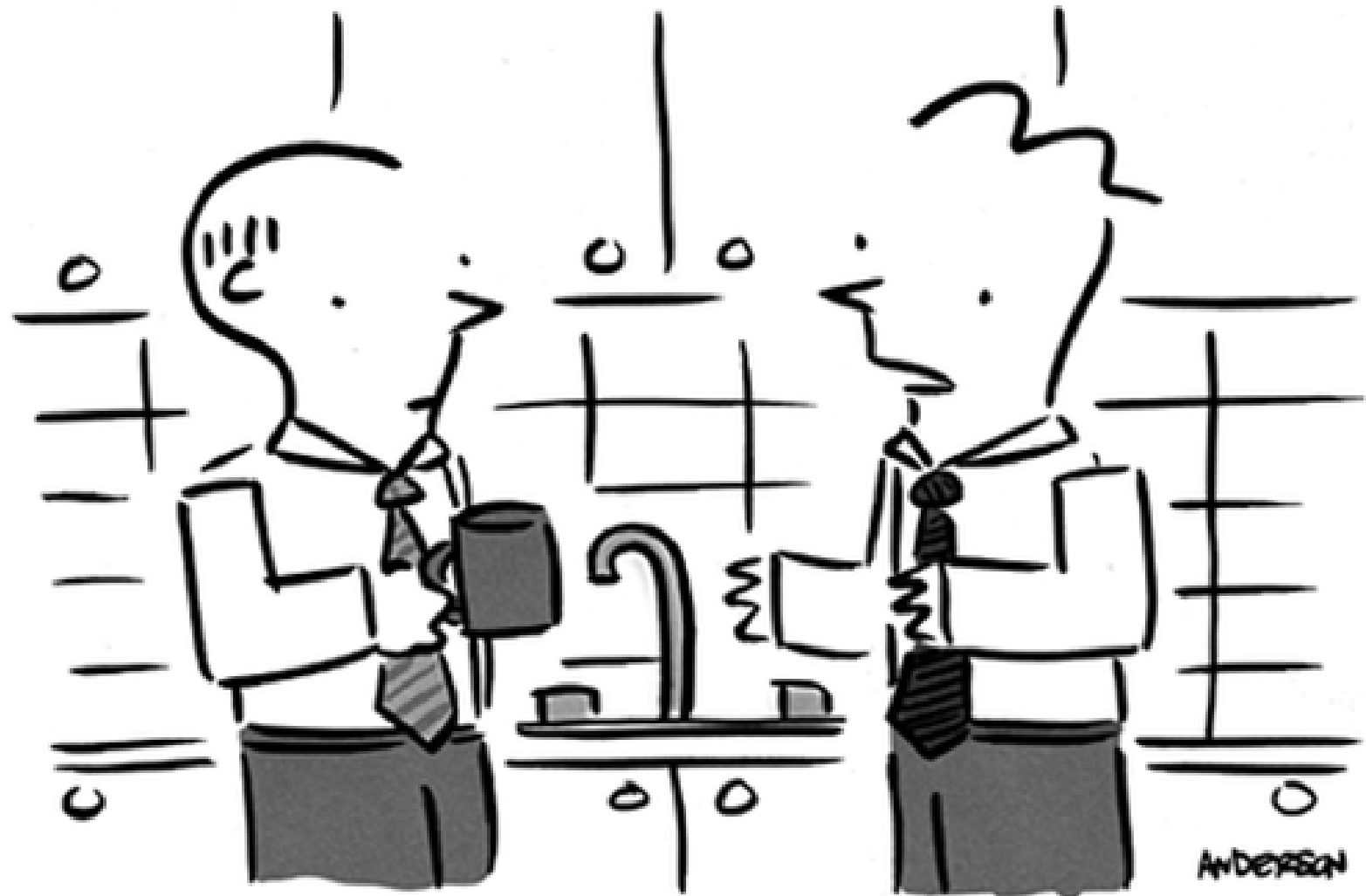




DEVELOPING YOUR ELEVATOR SPEECH

STAFF CONFERENCE

JUNE 27, 2019



"I've got an elevator pitch, an escalator pitch,
and, just to be safe, a stairway pitch."



YOUR ELEVATOR SPEECH

- **WHAT IS AN ELEVATOR SPEECH?**
- **KEY ELEMENTS**
- **PUTTING IT ALL TOGETHER**
- **PRACTICE, PRACTICE, PRACTICE**



WHAT IS AN ELEVATOR SPEECH?

- A short, unique, effective speech about you. It should be personalized to you and what you wish to convey
- It should take you approximately the same amount of time to recite it as it takes to ride an elevator (30 - 60 seconds)
- Your elevator pitch is a way to share your expertise, credentials, and what you want to do quickly and effectively to people who don't know you
- A good elevator speech shouldn't sound rehearsed - even though it is!
- Ideally, the elevator speech should lead to a meeting, the exchange of business cards, or some other action item for a follow-up



KEY ELEMENTS OF YOUR ELEVATOR SPEECH

Introduction

- **WHO** you are
- **WHAT** you do

Connection

- **HOW** you do it
- **WHY** you do it

ASK

- For a meeting, business card, etc.

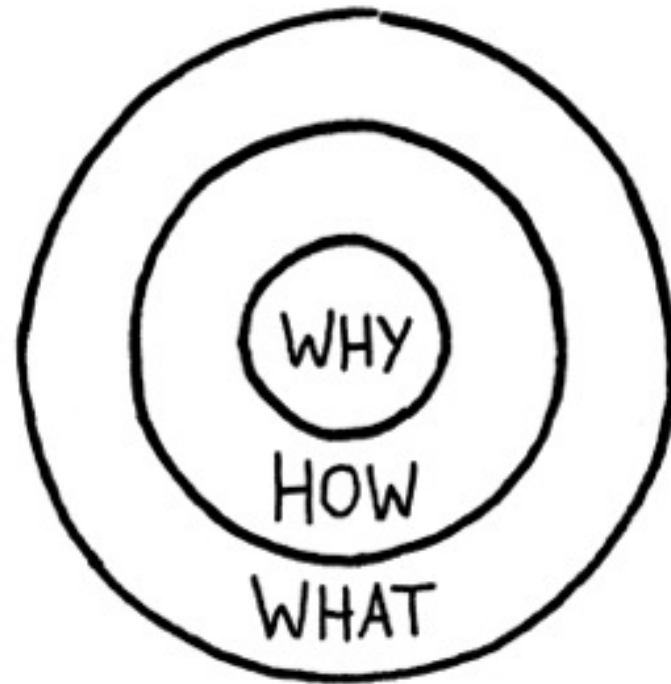


DEVELOPING YOUR “WHY”

*“People don’t buy what you do...
they buy why you do it”*

- Simon Sinek

The Golden Circle



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



PUTTING IT ALL TOGETHER

THINGS TO REMEMBER:

- 1) Be Brief**
- 2) Be Unique**
- 3) Know your Audience**
- 4) Be Confident**
- 5) Shoot Your Shot!**



PUTTING IT ALL TOGETHER

THINGS TO AVOID:

- 1) Speaking too fast**
- 2) Rambling**
- 3) Negative body language or facial expressions**
- 4) Sounding rehearsed**



PUTTING IT ALL TOGETHER

Example:

My name is Matt Martin, I'm the Associate Athletic Director for External Operations at Winthrop University. I oversee our marketing, communications, fundraising, and business development initiatives.

I work to connect people and organizations with the Winthrop Athletics brand and platforms to build relationships, drive revenue, and enhance engagement

As a former collegiate student-athlete, I had an unbelievable experience that changed my life, and my goal each day is to give back and provide the same type of experience to our student-athletes at Winthrop by providing them the resources and guidance to not only be successful here, but to go out and change the world.

I'd love the opportunity to talk more about how we might be able to collaborate. Can we set up a time to meet?



PRACTICE, PRACTICE, PRACTICE

Exercise:

Find four (4) people around you and practice your elevator speech. Don't be afraid to exchange business cards and see if there's ways you can connect and collaborate further!



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THANK YOU!