Housing Supply Challenge Support Program

Communication Planning Worksheet #1 – Elevator Pitch

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| Ice Breaker Discussion:  |
| As you engage with interested parties and make new contacts, it’s important that you’re prepared to articulate your team’s work in a concise and compelling way. In your group, practice giving your elevator pitch (also called an elevator speech) and provide each other with constructive feedback. |

## What is an elevator pitch?

* A brief 60-second personal introduction (the length of a short elevator ride!).
* A way to share your team’s work quickly and effectively with people who don't know you.
* An engaging way to begin a professional conversation.

## Purpose of an elevator pitch

* To engage and interest the listener to learn more.
* To ensure all of your team is presenting your solution in a similar way.
* To help you introduce yourself and make new connections.

## Components of an elevator pitch

1. Greeting and your name
2. The problem you are attempting to solve
3. Your proposed solution and progress
4. The key benefit of your solution

### Succinctly, you will want to share:

1. A greeting and your name
2. What you do
3. What you’re working on

# When to use it

The elevator speech can be used at any occasion when you are meeting new people. This could be at a community event, a professional association meeting, or at a social occasion.

## ProTips

* Consider your elevator pitch to be a template. You will need to tailor it depending on where you are and who you are meeting. Your elevator pitch to someone in regional government will be different compared to someone you meet at a dinner party or at a community event, for example.
* Once we’re back to in-person events, follow up your elevator speech by presenting your business card so you can continue the conversation.
* Practice giving your elevator pitch until you can deliver it conversationally.
* Smile when you are speaking, it helps to build a connection and shows you are open and approachable.

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| Feedback I received about my elevator pitch:  |
| [insert feedback] |