

“Elevator Speech” Worksheet

As a leader, when you understand deeply why you do what you do, you can more effectively and confidently engage others, especially stakeholders, in a compelling and purposeful conversation. In addition, you need to consider who you are engaging with to determine the focus and outcome of the conversation you are planning to have. Therefore, different features of what you do may be relevant to different audiences. For example, local bank leaders may be looking for a stable market, while legislators may be looking for a way to reduce health care costs. Everyone can identify with the quality of life goals of aging in place through their experience with family and friends.

Effective communication or “purposeful advocacy” is a skill essential to a leader, and one which usually takes practice.

*In the following sections, develop a short, clear, and engaging statement of your NORC program’s mission, activities, and expected outcomes, that is targeted for the specific audience you are addressing. Include a link between mission, major activities, resource needs, and outcomes that “hooks” the listener and gets their attention to learn more (vs. trying to tell the whole story). **Pretend that you have 3 minutes to succinctly summarize this in a compelling manner – what would you say?***

- Audience: ___ Housing Management/Neighborhood Association/organization
 ___ Community Stakeholder
 ___ Residents of the NORC
 ___ Local Foundation

Question	Approaches / Responses
Preparation for the conversation:	
1. What is my leadership goal/ purpose?	
2. How does my leadership goal / purpose support the mission and vision of the NORC-SSP?	
3. What are the top priorities for this audience? What do they care about? What motivates their involvement?	
4. What are your objectives for this quick conversation? Why do you want to have this conversation?	

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Components of the Conversation:	
<p>Intro: Define the relevant characteristics of a NORC-SSP ("What is it?" What is the essential goal? Why does it matter?)</p>	
<p>Hook: Why do you do it? What outcomes are expected? Why is this the <i>best way</i> to get these outcomes? Remember, a "hook" is the <i>link between the mission, the program's activities, the resource needs, and outcomes that you are seeking</i> <i>Your goal is to "hook" the listener and get their attention</i></p>	
<p>Ask: And purposefully advocate for what you need, why you need it, what will be accomplished by having it, how they can best help.</p>	
<p>Close: With a specific action for follow-up, more information, next steps,</p>	