

## Elevator Pitch

An elevator pitch is an overview of an idea, product, service, or project that is designed to just get a conversation started. The point of an elevator pitch isn't to get into every detail of what it is that you are doing or planning. Instead, all you have time to do is to make sure your audience understands what you are talking about and what's in it for them. An elevator pitch is designed to play the role of a primer; as a high-level and basic introduction to whatever it is that you are "selling".

An effective elevator pitch is designed to give your audience just enough information that they will have a sense of what you are talking about and want to know more.

It should not have so much information that your audience feel overwhelmed (and tune you out). If you are going to be successful, you've got to ease them into your subject; you've got to give them a chance to catch up to you and all of the thinking you have done over the past months or years. Think drinking fountain, not fire hose

Just like you, they have too many things to do and too little time to get them done. That means that they must constantly, and quickly, decide what to pay attention to and what to ignore. Assume that people are looking for a reason to tune you out, not that they want to hear what you have to say. You must explain your idea in a manner that requires your audience to do the least amount of work.

When you prepare your elevator pitch, remember your audience needs to answer this question, "What's In It for Me?"

### Consider these points when you develop your elevator pitch:

1. **Concise.** An effective elevator pitch contains as few words as possible, but no fewer. You may only have 30 seconds to deliver your message /make your request.
2. **Clear.** An effective elevator pitch can be understood by your grandparents, or next door neighbour. Avoid acronyms, jargon and very technical language. Get to the point.
3. **Compelling.** An effective elevator pitch explicitly explains what is the problem you are trying to solve, why it is a problem, and for whom. Importantly, why, and in what way, is the listeners input/support important to the solving the problem
4. **Credible.** An effective elevator pitch convinces the listener that you (and your team) know what you are talking about and that you have the knowledge, the experience, and with the right resources will get the job done.
5. **Conceptual.** An effective elevator pitch stays at a fairly high level and does not go into too much unnecessary detail. You must ensure that your audience know WHAT it is that you are talking about before you start to explain all the HOWs
6. **Concrete.** As much as is possible, an effective elevator pitch is also specific and tangible. That also means talking about demonstrable accomplishments.
7. **Customized.** An effective elevator pitch addresses the specific interests and concerns of your audience. To get their attention speak their language. Customize your elevator pitch so that you can deliver (slightly) different versions to each of your audiences.
8. **Consistent.** While being customized to your audiences, every version of your elevator pitch must convey the same basic message. People have to be exposed to a message three times before it will start to sink in. Regardless of which version of your elevator pitch a person hears, they will still come to the same basic understanding of who you are what it is that you are "selling"

### In summary

- Be clear about the "deliverables"- the project, or programme or services
- Be specific about the project and what you want from your listener.
- Never reveal your entire story in your elevator pitch.
- Create a tagline that will grab your listener's attention.
- Practice your elevator pitch