

# Minute to Win It!

Crafting your elevator pitch

# Agenda

- 2:00-2:10 Overview & Do's and Don'ts
- 2:10-2:15 Assign audiences & presentation room ; Questions
- 2:15-2:45 Craft presentations & consult others if needed
- 2:45-3:00 Presentations in each room
- 3:00-3:15 Debrief

# Preparation

- Reflection- goals, efforts, define yourself
  - What you plan to do
  - Library-free lingo
  - Know your audience
- Data points
  - Related to your audience
  - Support usage, student success, etc.

# Information to Include

- Advocate for libraries and yourself
- Re-introduce yourself
- Lead with information your audience might not know
- Share the positive value
- End with an ask

# Do's

- **Do** make your Elevator Speech sound effortless, conversational, and natural.
- **Do** make it memorable and sincere. Open a window to your personality.
- **Do** write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.
- **Do** avoid an Elevator Speech that will leave the listener mentally asking "So what?"
- **Do** consider including a compelling "hook," an intriguing aspect that will engage the listener, prompt him or her to ask questions, and keep the conversation going.

# Don'ts

- **Don't** let your speech sound canned or stilted.
- **Don't** ramble. Familiarizing yourself as much as possible with your speech will help keep you from getting off track.
- **Don't** get bogged down with industry jargon or acronyms that your listener may not comprehend.
- **Don't** hesitate to develop different versions of your Elevator Speech for different situations and audiences.

# Audience Assignments / Topics

## Audience

- Parents of new students or community member
- Board of Trustees
- Direct supervisor

## Topic

- Individual choice (perhaps one of the top 5 issues you are currently facing?)