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

http://www.ala.org/everyday-advocacy/speak-out/elevator-speech
<table>
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<tr>
<th>Do’s</th>
<th>Don’ts</th>
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<tr>
<td>● Do make your Elevator Speech sound effortless, conversational, and</td>
<td>● Don’t let your speech sound canned or stilted.</td>
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<td>natural.</td>
<td>● Don’t ramble. Familiarizing yourself as much as possible with your speech will help keep</td>
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<td>● Do make it memorable and sincere. Open a window to your personality.</td>
<td>you from getting off track.</td>
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<td>● Do write and rewrite your speech, sharpening its focus and</td>
<td>● Don’t get bogged down with industry jargon or acronyms that your listener may not comprehend.</td>
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<td>eliminating unnecessary words and awkward constructions.</td>
<td>● Don’t hesitate to develop different versions of your Elevator Speech for different situations</td>
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<td>● Do avoid an Elevator Speech that will leave the listener mentally</td>
<td>and audiences.</td>
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<td>asking &quot;So what?&quot;</td>
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<td>● Do consider including a compelling &quot;hook,&quot; an intriguing aspect</td>
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<td>that will engage the listener, prompt him or her to ask questions,</td>
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<td>and keep the conversation going.</td>
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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?)