

Creating an Elevator Speech

Tribal Accreditation Support Initiative

An elevator speech is a short, catchy way to put forth an idea in an amount of time that could be delivered during an elevator ride. They are often used to market an idea or initiative.

You can use an elevator speech to convey meaningful information, and to grab an audience's attention. This elevator speech will increase the audience's understanding of your public health (PH) accreditation efforts.

Part 1: Brainstorm

Instructions: You will need: 1) your accreditation team 2) paper or a white board to record your ideas 3) a description of who your audience is (General community? Tribal leaders? Management?) Use the following steps to brainstorm ideas for your elevator speech. Then flip this page over to draft your elevator speech.

List the reasons your organization is pursuing PH accreditation

STEP 1 Brainstorm Reasons and Values

List the values of your
1) audience
2) organization
3) community

STEP 2 Connect to your Audience

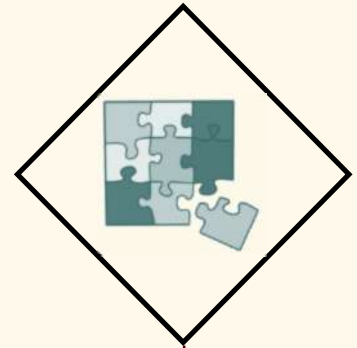
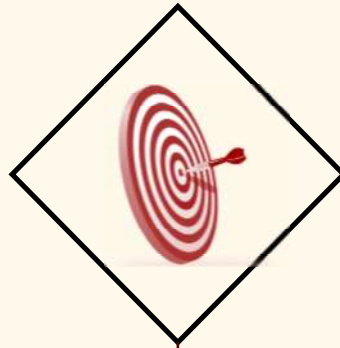
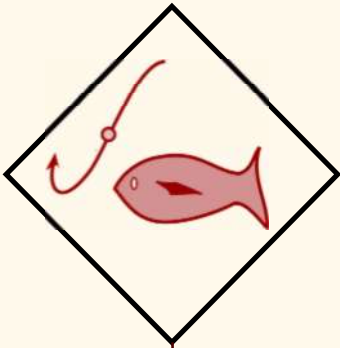


Connect the reasons and values from Step 1 with the audience...

- Connect the values of the organization, community, and audience that you feel overlap.
- Connect the values of your three groups to the reasons your organization is pursuing accreditation to answer:
 - ◊ Why is this issue important to your organization?

Part 2: Put the Pieces Together: Constructing your Elevator Speech

Instructions: Use the ideas you brainstormed in Part 1 to write your elevator speech. Keep in mind you will be speaking this out loud— make sure you are not repeating information. The speech should take no more than 90 seconds, and should be only a few sentences long.



Start with a hook

Provide context

Offer a solution

Finish the puzzle

Choose one story, statistic, or piece of information that will grab the audience's attention.

Use the lists from Part 1, Step 1 and 2 to identify the "problem" for the audience. Why are you looking into PH accreditation?

Use the reasons and values from Part 1, Step 1 and 2 to explain why PH accreditation is worth the investment.

Use the information in Part 1, Step 3 to explain how your organization will achieve PH accreditation.



Key Points to Include:

Tribal Public Health Accreditation...

- ...**empowers** Tribes
- ...is an exercise of Tribal **sovereignty**
- ...increases a health department's **credibility**
- ...ensures a **high standard** across your nation
- ...promotes continuous **quality improvement**
- ...emphasizes **prevention**

Part 3: Finishing Touches Checklist:

- Does your elevator speech address who, what, why, where, when and how?
- Do you express passion in your delivery?

