

# Thaler Pekar & Partners

## Elevator Speeches

A successful, personalized elevator speech contains two important elements:

1. *Authenticity* – sharing your passion for your work
2. *Relevancy* – assessing your audience, addressing their specific interests and concerns, and inviting their personalized involvement

Think about what you want people to remember about you, and the action that you wish them to take.

Think *passion, relevance, and simplicity*.

### General Elevator Speech Outline

1. Your expertise: With whom do you work and what is the problem or need you address
2. What your clients accomplish/achieve; How your clients benefit
  - This is about them, not you
  - This is about *results*, not process: think *what*, not how
  - If there is time, offer examples: “*For example, I recently worked with...who was trying to .... And through our work together they achieved...*”
3. What makes you passionate about what you do
4. How the listener can get involved, a call to action
  - Would you like to learn more?
  - Tell me a little bit about your work and I’ll explain how my help would be most effective.

Be heard