

Notes from “Perfecting Your Elevator Speech” session at Women in Nuclear 2015

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Brevity is your most effective tool ...only three you need: **INTRO– WHY they should listen – Your ASK.**

Elements of Success

Size up the audience...best to do your homework in advance...

know who is going to be there, why they are there and their role in the “event”

You have 7 – 30 seconds to make a first impression; it takes 3 seconds for them to start hearing you

Say great things in simple terms: *thus the need for homework*

- What is your goal?
- What do you want your audience to think, say or do?
- What info do they NEED to know to carry out your desired action?
- CONSIDER: level knowledge, vocabulary, perception, and sensitivities
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People remember in groups of 3s so your message can only have 3 points, the most effective message is one where all three are clearly linked...each point should be

- 1) Powerful enough to stand on its own
- 2) Compliment the other messages
- 3) Future focused

Each point needs to be clear, short & simple and significant to underpin your credibility

Michael Sheena developed this approach

The 3 essential elements

- 1) Grabber
- 2) Building Block
- 3) Ask or Close

Build your message by knowing what the ASK is, understand the AUDIENCE so you can GRAB their attention and use a BUILDING BLOCK that resonates with THEM. (This is NOT about you)

Essential skills and awareness:

Project your voice, speak with confidence, delivery with body language and read their body language to adapt your delivery, before you introduce yourself make sure you have something to say

PLAN – PREPARE - PRACTICE

Reference Book:

Small Message, Big Impact: The Elevator Speech Effect by Terry Sjodin