

Darm Eich HRD
idea generation

The Elevator Speech (aka the 30 second commercial)

The elevator speech is a 30 second to 2 minute description of your current business, project, or job. It derived its name from the idea that you should be able to explain what you do during a short elevator ride. It is useful in a variety of situations such as job seeking, presenting an idea to a potential funder, seeking new clients, or attracting people to your current project. The two formats below are ideas to get you started. Continue to modify your speech to work best for you and the people you are talking with.

Format A

This format was originally built for job seekers and has been modified for small business or projects. Continue to modify as needed.

- Your name
- Your area of expertise
- Your current primary responsibilities
- Your current project or best work to date
- Your reasons for forming your business or project
- Your next desired project or where you are going in the current one

Format B

Originally written for job seekers and modified for small businesses. Modify as needed.

"I am a _____ with the bulk of my experience involved
(insert profession/job/role)

in _____ . Most recently I [did my thing] for
(specific area of expertise)

_____ where I _____
(client or exhibition) (briefly note delivered product or service)

Prior to that I _____
(briefly describe another recent notable project or experience)

I find that whatever project I'm working on, I bring three key strengths to the table:

_____, _____, and _____. At

this time, I am looking to _____
(future project objective)

Additional Resources:

- Harvard Business School Elevator Pitch Builder: <http://www.alumni.hbs.edu/careers/pitch/>
- Inc. article about elevator speeches: <http://www.inc.com/magazine/20070701/features-explain-what-your-company-does-in-30-seconds.html>
- Video of really bad elevator speech and other resources: <http://www.elevatorspeech.com/>