

# The Perfect Elevator Pitch

## Prepare

1. An objective: what exactly do you want?

2. Who do you need to speak to? (Name of person / department / role)

3. What does your listener want from you?

## Delivering your message (60 seconds)

1. Introduce yourself and your affiliation

2. State your ask in one short statement

3. State the wider benefit of what you are asking

4. Elaborate

*Examples, experience:*

*Why it should happen:*

*When it should happen:*

*Anticipate pushback:*

5. In conclusion, ask for a clear action

## Tips

- Personalise as much as possible, tailor to their motivations
- Paint a picture: give examples
- Clarity: use clear, simple language