

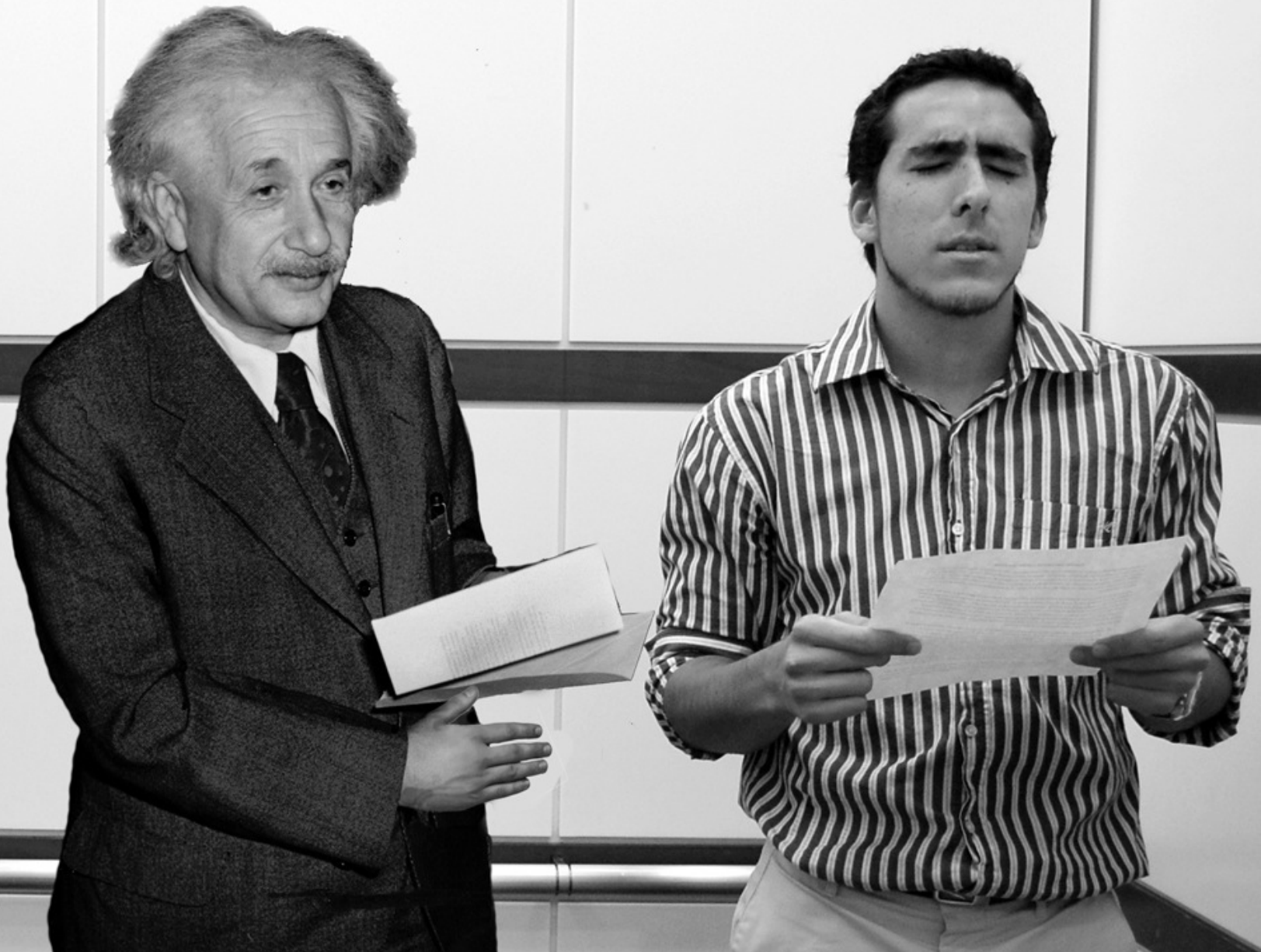
How to Kill Your Elevator Speech

Presented by Travis Hellstrom & Karen Ross

What We Will Do

- Explain what an elevator speech is
- Replace it with something better
- Get out of our seats to test it out
- Get faster and better
- Discuss conclusions as a group

What is an Elevator Speech?



Something Better

- Telling our story
- Sharing our passion
- Making a genuine connection
- Creating a relationship

Practice

- Telling the story of who you are
- How you came to where you are
- Sharing what do you care about most
- What you are trying to be, build or do

Practice

- Please Stand Up
- Create Groups of 4
- Someone use their phone as a timer
- Set the timer for 90 sec



Practice

- Groups of 4
- 90 seconds



Practice

- Telling the story of who you are
- How you came to where you are
- Sharing what do you care about most
- What you are trying to be, build or do

Practice

- Groups of 5
- 60 seconds



Practice

- Groups of 5
- 30 seconds



Highlight

Discussion

- How did you feel as the time got shorter?
- What do your favorite stories have in common?
- What qualities make a great story?

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“Every job is a portrait of the person who does it.
Autograph your work with excellence.”

– Abraham Lincoln