**Elevator Speech**

A succinct project summary suitable to present during a short encounter (such as an elevator ride) that encompasses the core messages about the project

**WHY**

* For the project team, the elevator speech:
	+ Defines the “Why” of the project
	+ Builds consensus around the core vision and outcomes of the project
	+ Engages the entire team
	+ Clarifies the “ask” - what support/assistance is needed and from whom
* For the stakeholders, the elevator speech:
	+ Communicates and shares the core information about the project
	+ Clarifies what specific support or action items are being requested

**WHEN**

Created at the initial on-site session, after the aim statement is crafted

**HOW TO**

Complete the Elevator Speech template as a team, gaining consensus around the key elements

of the project

**Template:**

Elevator Speech

**Elevator Speech Template**

|  |
| --- |
| This project is about   |
| As a result of these efforts,   |
| It’s important because we are concerned about   |
| Success will be measured by showing improvement in   |
| What we need from you (specify intended recipient \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)   |