

Society of American Archivists: Business Archives Section

Business Archives Colloquium

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Tips for Creating an Effective Elevator Speech

Elevator Speech: A quick, succinct summation of what you **do** or **sell**.

When someone inevitably asks, “What do you do?”, don’t merely give your job title. If you take some extra time to explain your responsibilities and the value you bring to your job, you’ll be able to keep the conversation going.

Follow the CRT Method:

- **Create**
 - Generate ideas about what you do. What are your major job responsibilities, and how do they support your organization?
 - Think of short stories and anecdotes to illustrate and support your message.
 - Use action words and descriptive language.
- **Rehearse**
 - Practice as much as possible with people you trust. Use their feedback to refine and improve the speech.
 - Keep your speech fresh in your mind so you’ll have it ready when you need it!
- **Tailor**
 - An “Elevator Speech” can take place anywhere. Create custom versions of your speech for various real-life situations (e.g. elevator ride, reception, conference, holiday party, etc.). Consider what kind of verbiage or anecdotes you might use in each of these situations.

Good luck creating your own Elevator Speech!

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