

Preparing the “One Minute Elevator Speech”

The purpose of this exercise is to prepare and practice a short speech for the purposes of community networking and representing your wellness organization.

Write a draft of a “one minute” speech (use back of page) to answer one of the following questions. (Or you may decide to use another likely question related to your center.)

Who can come to your center?

What do you do over there at that center?

How is that center paid for?

I heard you are starting a (work skills, WRAP, etc.) group. What is that about?

What to include:

- Keep your response very focused. (In other words, answer the question that was asked!)
- Always frame your response in terms of your primary mission (e.g. recovery) and highlight goals and potential outcomes.
- Don’t go off on tangents, but it is sometimes helpful to give a very concrete example (making sure to protect confidentiality).
- If appropriate to the situation, consider adding a statement of need (e.g. funds, volunteers, donations).
- If the “audience” (person) seems responsive, consider arranging for further interaction or dialogue (an invitation to the center or to go out for coffee, adding name to mailing list, etc.). Have business card ready to hand out.

After drafts are completed individually, participants will share with a partner or small group (as time allows) and/or volunteers will share with entire group.