



COMMUNICATING FOR BUY-IN: DEVELOPING AN ELEVATOR PITCH

What is an elevator pitch?

An elevator pitch is a brief summary of your initiative used to highlight why your work is important. The goal of an elevator pitch is to convince your audience that this work is something they want to get involved in and support. This may be given face-to-face or in an email or mailing.

Why does it matter for this work?

The opportunities to talk about your work are endless. Adopting trauma-informed approaches involves buy-in from many different audiences. While this framework is becoming more mainstream throughout the health care field, patients, funders, community partners, and your own staff may not fully understand why they should care about this work.

What makes a good elevator pitch?

- **Tell a Story:** The best elevator pitches are crafted like a story. While generally one may find your work interesting, telling the narrative in an engaging way will inspire your audience to action.
- **Make it Personal and Actionable:** Why does this work matter to your audience? When they see the problems they're struggling with address, then they will want to become part of the solution. Make sure they understand what you are asking them to do.
- **Keep it Short:** Your initial pitch should be short but enticing. When spoken, keep it to 2 minutes or less. When written, keep your pitch under 100 words. Once you've got them hooked, you can give them more information.
- **Keep it Simple:** Avoid jargon or concepts that require a lot of explanation or are inaccessible. Focus on the personal impact and the call to action. You can get into the details in your follow-up materials.

Who might you give an elevator pitch to?

Anyone! But, specifically, the teams we work with use their pitches to bring in organizational leadership, staff members (compliant and hesitant/resistant), patients, community members and partners, and potential funders, to name a few.

Resources:

- Gregory, Alyssa (2018). 7 Steps for Writing a Powerful Elevator Pitch. *The Balance*. <https://www.thebalance.com/how-to-write-an-elevator-pitch-2951690>.
- Gregory, Alyssa (2018). Essential Tips for Writing an Effective Elevator Pitch. *The Balance*. <https://www.thebalance.com/writing-effective-elevator-pitch-2951691>.
- Lininger, Nicole (2017). 5 Do's and Don'ts for Your Elevator Pitch. *The Balance*. <https://www.thebalance.com/elevator-pitch-tips-2951716>.
- Nivi, Babak (2009). How to Write an Elevator Pitch. *Harvard Business Review*. <https://hbr.org/2009/04/how-to-write-an-elevator-pitch>.



COMMUNICATING FOR BUY-IN TOOL

STAKEHOLDER	<p>What are the stakeholders' needs, concerns and wants?</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5.
MESSAGE	<p>Key points likely to align with the felt needs, concerns and wants of the shareholder?</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5.
MESSENGER(S)	<p>Who is involved in delivering the message?</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5.
VENUE (TIME, PLACE, DURATION)	<p>What venue works best? When is optimal timing? How long is the initial communication?</p>
EXPECTED OUTCOME (HOW MEASURED)	<p>How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups?</p>
FOLLOW-UP ACTIVITIES	<p>What will your follow up activities entail? Ongoing encounters, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?</p>



ELEVATOR PITCH SHARK TANK ACTIVITY

Instructions: As a team, based on the identified needs and messages above, address the prompting questions below. Then, draft your elevator pitch below. You will give your pitch to the rest of the group, and they will provide feedback.

Who is your audience?	
Is there any language you should avoid or that may turn your audience off?	
What are the three key points you want to convey in your pitch?	<ol style="list-style-type: none">1.2.3.
Draft your pitch here:	