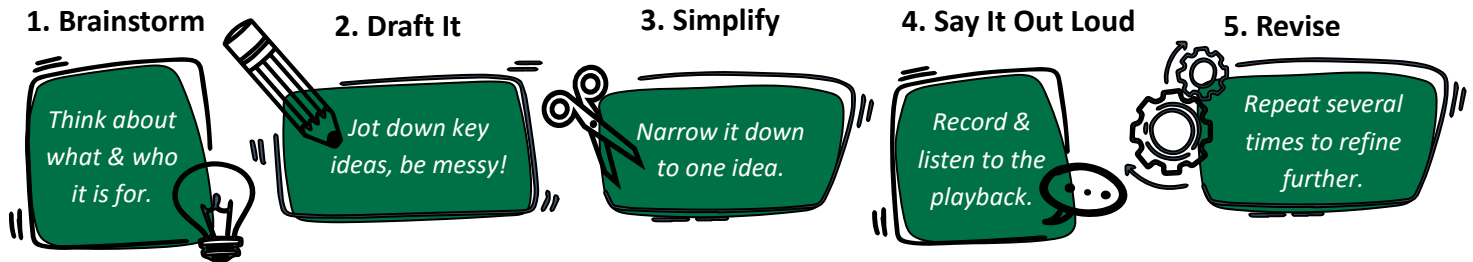




Tips for Creating an Elevator Speech

Making a great elevator speech helps you organize and clarify your thoughts about the work you are doing. As a case manager supporting health outcomes, you might have several elevator speeches or scripts **depending on who you are talking to and what you are talking about**. Though it can take a little work, it is worth it to be able to express yourself clearly.

Steps to Create



Assessing Your Speech

The following will let you know that you have a good elevator speech.

- It is 2-3 sentences or less. Elevator rides are short! This makes it easy to memorize.
- It is comfortable to say out loud. Technical terms or jargon can sound awkward in conversation and should be avoided.
- It is customized to the listener. For example, the way you introduce your role to a client would sound different than how you would to a primary care provider.
- It makes sense to you.
- It tells the story you want it to tell. Listeners will notice if it does not.

Value of Practice

Customizing your elevator speech based on who you are talking to becomes easier when you are comfortable and clear on core messages. Practice can help! You can use a “voice memo” app or a phone camera to record yourself practicing.

