



Develop an 'elevator' speech to introduce yourself

Leadership Dimensions Influencing for results

Networking involves trying to connect with and forge relationships with new people you meet.

In those few moments of introductions, you need to be able to capture someone's interest and make them remember you.

An 'elevator' speech or pitch is so-named because it's so quick you can tell someone on an elevator ride and draw their interest before the doors open.

Your 'elevator' speech should be a short 30-60 second summary reflecting who you are, what you are about, and what you can do to help.

When to use

Use this tool to help you form a clear message about what you do or want to do, so you can easily share it with others.

What to do

1. **Develop your 'elevator' speech, self-introduction** using the 4-step plan below.
Developing and communicating a clear message is a means of gaining credibility.
2. **Practice your 'elevator' speech** until you feel confident that your message will come across as genuine and unscripted.
 - Read [Tips for delivering your 'elevator' message](#) and think about how you would apply them in a social or business situation.
 - Read [Follow-up options for your 'elevator' speech](#) and plan ways to continue the conversation with contacts who interest you.

Develop your 'elevator' speech in 4 steps

Element	Prompts to help you plan...	Write down what you will say
Your name	"(Greeting) My name is..."	
Your service / organisation	"I work for... , "I'm a (role) at..."	
Your specialisation	Express what you offer in terms of positive outcomes for those you help. Draw subtle attention to special benefits or qualities.	
Your aims	"I am hoping to..." Be positive, proud and ambitious about what you want to do. Your statement should also imply how network contacts can help you.	

Tips for delivering your 'elevator' message

- Depending on the situation, aim to complete your explanation in less than 30-60 seconds.
- When you introduce yourself, look the other person in the eye. Smile. Shoulders back. Speak with confidence. Sincerity and passion are crucial in making a strong early impression.
- Less is more: lots of powerful points in very few words make a much bigger impact than a lengthy statement.
- While you are speaking look the other person in the eyes, and be aware of their **body language** to gauge for interest and reaction to you personally, and to help your assessment of the other person's character and mood.
- In some situations your speech may flow smoother by introducing your **aims** before your **specialisation**, or by combining them.

Follow-up options for your 'elevator' speech

1. **Ending with a question** enables more to happen than letting the discussion tail off nowhere or into polite small-talk. Depending on the situation and whether you can see that the other's body language indicates their interest, you can end in various ways.

For example

- "What's your interest here/at this event?"
- "What are you most wanting to get out of this event/your visit here?"
- Obviously if you've not already asked: "What do you do?"
- If you already know the other person's interests and motives, ask: "How would you like to improve/change/grow... "

2. After giving your elevator speech, **try to develop the discussion around what the other person wants to do, achieve, change, or grow.**
3. **Be on your guard for interruptions** and sudden opportunities. Many highly competent business people have a habit of interrupting and cutting short discussions when they see an opportunity.

This means you may not always finish your elevator speech, in which case allow the discussion to progress, rather than try to complete what you planned to say.

4. Be prepared at any time to respond effectively to an interruption like, "Okay, I get the picture - now what exactly do you need?"