

ACTIVITY 1: CREATE YOUR ELEVATOR SPEECH

STUDENT EDITION

ACTIVITY 1: CREATE YOUR ELEVATOR SPEECH
DIRECTIONS

Effective leaders know how to get people on board. They are able to share their vision with anyone at any time. An elevator speech is a short and to-the-point way for you to tell someone about your Lead4Change project vision in less than one minute. **The goal of your elevator speech is to tell others about the positive change that your Big Goal will have in the future.**

- 1. Write** some specific details you will mention in your “elevator speech.” Be persuasive and customize your speech so that others clearly understand your vision and feel excited about your project. Use your statement from Activity Two.
- 2. Pair up** with a partner from a different team and share your speech in order to communicate your personalized team vision. Practice so you can deliver your elevator speech effectively.
- 3. Ask** your partner, “What do you think?” or, “Would you do anything differently if you were me?” Take turns providing feedback to one another about the projects and speeches.
- 4. Revise** your speech based on the feedback you receive. You may want to try a different way of customizing your speech or include more details about your vision in order to match your audience.
- 5. Pair up** with a new partner from another group and repeat steps two through four. Continue to share your vision with different people. You will improve your vision and you may find that some people will be interested in helping you with your project.

My Elevator Speech



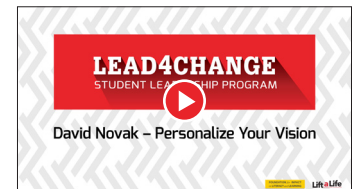
Use **#L4CPitch** to share your speech on social media.

INTRODUCTION

An elevator speech is a short and to-the-point way for you to tell someone about your Lead4Change project vision in less than one minute. The goal of your elevator speech is to help others see the positive change that your Big Goal will have in the future.

Try to be persuasive and relevant to the people you are addressing. Customize your speech by writing so all listeners clearly understand your vision and become excited about your project. Personalize it so that you use words that make sense to you. It is an important skill to be able to adapt your statement to express your voice and address the audience to which you are speaking.

Watch these videos.



PERSONALIZE YOUR VISION



CREATE AN ELEVATOR SPEECH



TIP!

Share your script for your elevator speech with a parent or sibling and team members. Take notes on what they identify as the strengths and weaknesses of your vision. Develop one speech you will use as a team.

ACTIVITY 2: GAINING ALIGNMENT

DIRECTIONS

- ▶ In this activity you will schedule a formal meeting with your stakeholder(s) for you to provide them with greater detail on your project and for them to make suggestions to strengthen the project. Keep in mind, you have many stakeholders and many people on your people map and will not need to formally meet with all. Decide on the few key people with whom you need to meet.
- ▶ With your vision, action plan and elevator speech, you have all of the tools you need for a very productive meeting.

1. Create an Appointment

- ▶ Suggestions to consider when making the appointment:
 - Is there an administrative assistant who will schedule the appointment?
 - Who from your team will attend the meeting? (Keep in mind, too many people may be overwhelming)
 - What do you need to bring?
 - Rehearse your speech to confidently explain goals, plan, and vision.



TIME MANAGEMENT

Remember your stakeholder will likely be busy. Respect their time, but also listen to suggestions and be ready to answer any questions.



TIP!

If you are working virtually with classmates or with association club members, be sure you have decided in your action plan who will be contacting which stakeholders and whether it is in person or via email/phone. Be sure someone proofreads the email. If you schedule a phone conversation, be sure you are confident and ready to share your project goals. Have your notes in front of you. Be specific in what you are asking them to do and next steps.

We asked _____ for a meeting to be held.

The following information was arranged and confirmed on _____ .
date

Meeting date: _____ **Time:** _____

Location: _____

Who is attending: _____

What we need to bring: _____

Who will take notes during the meeting: _____



ACTIVITY 3: SELF-REFLECTION

DIRECTIONS

- ▶ After the meeting, meet with those who did not attend and share what was discussed. Take a few moments to reflect on the questions below.

Independently answer the following questions.

Q Did you gain any new ideas for your project from others that are useful for you or your team? Explain.

Q How effective were you in sharing your vision? How will you improve your “elevator speech?”

Q Were you able to clearly explain why you want to accomplish your vision? Explain.

Q Now that your team has shared your vision with others and received feedback, what is most exciting to you about your team’s Lead4Change project? Why?

Q Do you feel the team is using each team member effectively? Do you feel valued as a team member? Explain.

SO WHAT?

The following summary statements are intended to remind you how the lessons of this program encourage you to take people with you and to instill a leadership mindset:

- Every leader needs a plan to get big things done and consider those involved.
- You will build a better plan if you start out with a compelling vision for the future.

How does it feel to have a vision and be able to talk clearly to someone about it? Elevator speeches are useful for many areas in life. When you go for a job interview you will need your own elevator speech to explain who you are and why you want the job.

NOW WHAT?

Add to your Challenge entry:

- ▶ After collaborating, upload the agreed-upon Elevator Speech.

NOW GO EXECUTE!