**Elevator Speech**

A succinct project summary suitable to present during a short encounter (such as an elevator ride) that encompasses the core messages about the project

**WHY**

* For the project team, the elevator speech:
  + Defines the “Why” of the project
  + Builds consensus around the core vision and outcomes of the project
  + Engages the entire team
  + Clarifies the “ask” - what support/assistance is needed and from whom
* For the stakeholders, the elevator speech:
  + Communicates and shares the core information about the project
  + Clarifies what specific support or action items are being requested

**WHEN**

Created at the initial on-site session, after the aim statement is crafted

**HOW TO**

Complete the Elevator Speech template as a team, gaining consensus around the key elements

of the project

**Template:**

Elevator Speech

**Elevator Speech Template**

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| --- |
| This project is about |
| As a result of these efforts, |
| It’s important because we are concerned about |
| Success will be measured by showing improvement in |
| What we need from you (specify intended recipient \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |