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**ELEVATOR PITCH WORKSHEET – A professional skills development tool**

***Ambassador Elevator Pitches:***

Part of the work (okay -- a lot of it!) you are doing as Ambassadors can include on-the-spot remarks and opportunities to share our organizations mission and story. Or even your own personal story! (The two probably will have a lot of cross-over since we are a grassroots organization.)

Being prepared with an elevator pitch that you work on consistently (and refresh every once in a while), is a great way to feel confident in your communication and reach people effectively.

In the worksheet below, you will see an opportunity to build your own elevator pitch. These are also useful at lobby days, talking with important community leaders, and membership recruitment.

It’s all about working in and showing up in the Brave Space! It can be hard to get out in your community, but with some preparation and practice you can make a difference in yours and feel confident doing so. When we step up and lead – we inspire others to get involved, too.

Your story and work in your community has power.

***THE WORKSHEET***

**STEP 1: FINDING YOUR WHY**

Developing and finding your **WHY**. Answer the following questions and write your answers out below (depending on the role you are developing this for, your **WHY** can look different for different roles):

What moves you (emotionally, into action, etc.)?

What stories move you?

What gets you moving and in action?

What makes you jump out of bed every morning?

What has moved you and when, to act on this WHY before?

**STEP 2: FINDING THE US (your audience)**

Who is the **US** you want to reach or you think resonates with your **WHY** and they would join you in caring about your **WHY?** (write a few target audiences below):

**STEP 3: WHAT SHOULD WE DO ABOUT THAT WHY?**

What is your **CALL to ACTION?** What do you want to do about your **WHY** and what are you asking others (**US**) to do? (write a few ideas below. The **CALL to ACTION** needs to be concise and clear.):

**DISTILL IT… INTO AN ELEVATOR PITCH**

*(…what do you say when you have 30 seconds to explain your work or passion to someone???)*

*(…what do you say when you have 5 min to explain your work or passion to someone???) and so on and so forth*

Evolve the above information into your elevator pitch using the organizer below. Keep this in a note on your phone, or on an index card in your wallet. Practice in front of mirror before networking events, membership gatherings, and know that your story carries power to make a difference.

**BUILD** the elevator pitch from your **WHO, WHY, US, CALL to ACTION**

***Ambassador Elevator Pitch Organizer:***

**(WHO)** Hi, I’m \_\_\_\_\_\_\_\_, from \_\_\_\_\_\_, where I (work or farm/agriculture background)\_\_\_\_\_\_\_.

One-Sentence version of your **WHY:** a memorable story/joke/connection for the **US.**

One-sentence of your **CALL to ACTION/your ASK!**

**There! Now you have your elevator pitch. Time to practice!!!**

***TIPS for Success when speaking with others (always with, never at!):***

1. **Prepare:** you have to put the work into preparing remarks, know your audience, know your goal/assignment.
2. **Practice:** Read it out loud. Practice timing if it’s timed. Make sure if you have tech, you know how to use it. Practice with a friend or coworker. Be sure you know names and pronunciations. Test out your clothing to ensure you feel confident and comfortable.
3. **Prune:** edit first drafts. Make sure you avoid alphabet soup and industry jargon, use facts in a clear manner, and your speech should be easy to understand (have flow, be clear).
4. **It’s okay to be nervous!** Deep breath, you are an expert in your own story and know what you are talking about!
5. **When in doubt or when you are unsure of where to take the conversation next, ask people about themselves.**

Routinely refresh your elevator pitch as you evolve as a leader. We all grow constantly.

Now, step into the **brave space**! MFU believes in you!