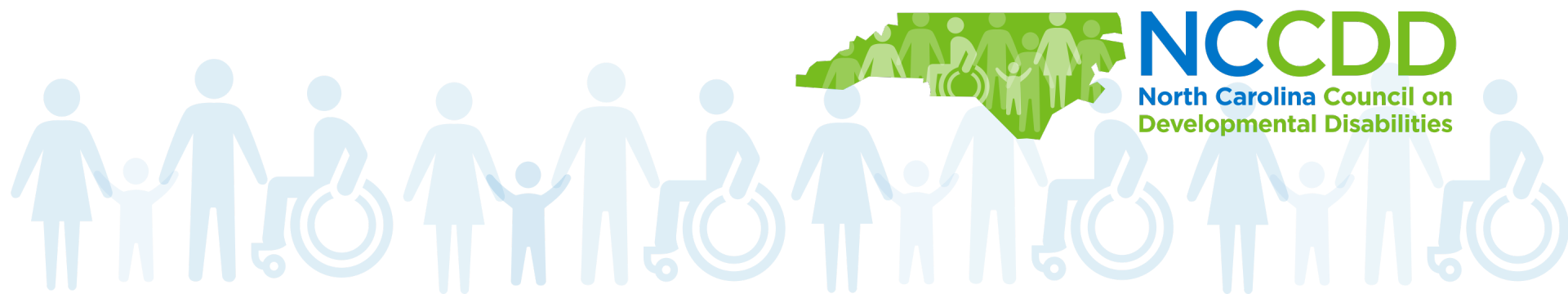




NCCDD Elevator Speech

presented by O'Neill Communications



NCCDD
North Carolina Council on
Developmental Disabilities

What is an elevator speech?

- An **elevator speech** is a clear, brief message about you or your organization. For an organization, it communicates who you are, what your company or organization does and how does it benefit the community at large.
- An elevator speech is typically 30 seconds.

Evaluate

- Purpose:
 - Start a conversation
 - Define the problems you solve
 - Differentiate
 - Get their attention
- Environment:
 - Association peer group
 - Social or community setting (church, rotary, etc.)

How To

- Inventory what you do – VERBS.
- Identify your goals– NOUNS
- Evaluate/prioritize them
- How do you do what you - distinction, differentiation
- Who do you produce these programs and initiatives for?
- Why do you offer these programs and initiatives?
- What are the next logical steps (options)
- Define call to action
- Create a “creative hook” (not your slogan)

9 C's of an Effective Elevator Speech

1. Concise
2. Clear
3. Compelling
4. Credible
5. Conceptual
6. Concrete
7. Customized
8. Consistent
9. Conversational

Key elements of elevator speech

- Identify goal
 - What should the elevator speech achieve?
- Explain what your organization does
- Communicate “how”?
 - Five Year Plan
 - Asset development
 - Community living
 - Advocacy
 - Funding initiatives that support the Five Year Plan
 - Advocacy
 - Statewide events



Write It Out

(Who: company name) provides/produces *(enter series of nouns or verbs)* using *(points of differentiation or distinction)* to assure *(higher level benefits)*.

Often, *(target audience)* lack the know-how and resources to *(problem you solve)*, we help them do that.

Simply put, our *(unique resources or capabilities)* bring *(insert creative hook!)*

EXAMPLE: What is NCCDD?

- NCCDD is a 40-member Council that advocates for full inclusion and integration of people with intellectual and other developmental disabilities across North Carolina. Through Council-funded initiatives, NCCDD supports employment, education, community living and advocacy.
- NCCDD is a 40-member Council that advocates for full inclusion and integration of people with intellectual and other developmental disabilities across North Carolina. Through Council – funded initiatives, we support programs, projects and activities that improve the quality of life for people with I/DD.



What does NCCDD do and what benefits does it provide for its constituencies?

- NCCDD is a Governor-appointed Council dedicated to advocating for full inclusion and integration of people with intellectual and other developmental disabilities. The Council funds projects, activities and initiatives supporting its Five Year Plan goals of increased financial security, community living and advocacy for people with I/DD.
- NCCDD is dedicated to full inclusion and integration of people with intellectual and other developmental disabilities and funds projects, activities and initiatives supporting the financial security, increased community living and advocacy for people with I/DD.

Group Exercise



- Break out into groups of 8-10
- 15 minutes to work on the exercise provided to each of you – collaborate
- 5 minutes to write an elevator speech combining ideas at your table
- One person to share on behalf of group

Recommendations



- Refine it, test it, adjust it
- Practice, practice, practice
- Know the elevator speech and have your own (expertise, experience, etc.)
- Develop different elevator speeches
 - Adjust to different situations or events

Resources



- The presentation and exercise are available here for reference:
 - www.nccdd.org/elevatorspeech

Questions?



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