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00:17

Hi, this is Dorothy, and two additional things to know about me. One is yes, I am Dorothy from Kansas born and raised. That's right move right now, the other thing is I do have a poco core disorder. So if I sound a little funny, quivery, something like this. That's three reasons why. Now, we're going to talk today about elevator speeches. And I'd have to say, this is one of those things that either people don't really understand what it is, or they have some kind of thought about what they think it is. But oftentimes, it's not accurate. So a few years ago, I decided to address this issue once and for all. And it satisfied in my mind, in the mind of my clients, what this was, how to put together one on the fly. So it's free. It's why it's easy, and that it's effective and useful for a whole lot of different things. So I think the best place for us to start today is to make sure we're on the same page about what an elevator speech is, because quite frankly, I have seen top tier University who's had their graduate students do elevator speeches that would make you cringe, they didn't really have the correct definition of the elevator speech. Maybe it was the speech, but not in terms of what and how we're defining it here and what its purpose is. So I'm going to start by looking at the field. So we're on the same page out what an elevator speech is, then, what is it exactly? How do you use it? And how do you pull together one quickly and easily. Now, the things that I'm going to talk to you about are predicated and based on what's called neuroscience. And so some of what I'm going to be telling you is kind of the distilled down version of background in neuroscience and neuro marketing. Before we get there, though, let's look at exactly what an elevator speech is. An elevator speech means that it's a very short speech. Sometimes it's known as a pitch, but it's really a speech. And it's really more of an introduction, it was tagged to elevate your speech, because it was the idea of the time that it takes you to go from one word to another in an elevator, so 30 seconds, or less ideal. So I think the best elevator speeches are the ones that's even much shorter than that. It is a form of self introduction. And it answers the

question, what do you do? Because what you two ends up oftentimes with people talking about job titles, or job categories, like, I'm a consultant, I'm a career coach. I'm a marketing person. We ended up categorizing ourselves with that question, and we categorize it, the brain of the other person goes to sleep because the brain loves to have categories. But the last thing that you want to have happen is for their brain to shut off.



04:01

The purpose of your elevator speech is it answers the so quiet about what you do? So even if you have a job title of some sort, it's more than a job title. It's more than what your responsibility is. And if you're a business owner, it's really more than once your business steps. Now we like to gravitate to those types of things when we introduce ourselves. They're really when we say well, gee, I'm an IT consultant. That doesn't really answer the question about this. So quite. Okay, so your IT consultant. What does that mean? Because really, it comes down to this next statement. It gives the listener a quick understanding of what you're bringing to the party, which really boils down to what can you do for me? And if you can't do something for me, what can you do? For people that are, you know, if you really look at the commodity of relationships, meaning, what is it that you and I trade with each other, whether or not it's you and your mother, or you and your best friend, you and a teacher, your teacher trading information. So the type of information that everybody likes to have, is to understand either what this resource can do for me personally. And if it can't do something for me, perhaps this resource, meaning you can do something for somebody that I know. So the next time I'm at networking event or in a class, and the topic gets brought up, I shouldn't be able to access my thoughts and memories about you and say, Well, I just happened to know this person that can do this kind of work. This becomes the critical aspect, what you want to think about when you think about it helpful, faders speech? No, it makes no difference. If you're in a job search mode. If you have a business, if you're graduating, if you have already graduated, you want to be able to present yourself in a professional, credible and brief manner, without sounding like you're doing a sales pitch. And also, as I just said earlier, without turning the brain of the other person off, because the primitive brain likes categories, and you don't want to categorize yourself, you want to create enough dissonance in what the person is hearing, that they're going to actually perk up and get interested in what you have to say. So that elevator speech allows you to communicate with others in a fast and effective manner, who you are, what you do and what the benefit is that you bring to the workplace. Now, let's continue to look at what the purpose of sips is, if you do this correctly, your network. In other words, the people that you know, should be able to quickly and easily share the same things with their network. So in other words, that whole exchange of information, being the commodity of our relationships with each other means that you're arming your network to be able to talk about you in a good effective manner. If you happen to be

looking for a job, because you're graduating, that's absolutely what you want to do. This means you're not only arming yourself, but you're arming everybody that you know, to help you make the correct connections. So you can find that job of your dreams, the thing that you have the spire to do. The elevator speech should be interesting to leave the listener wanting to know more about you. And you can tell if it has that kind of impact. When when somebody replies back and says, really, well Tell me more. Which may mean depending on what your setting is, you may want to be prepared with that as well. So in other words, you've got those elevator speech, it tells the other person in a short effective manner, what you bring to the party, what you can do for them or for other people. And they're intrigued enough, because you're not categorized, they're intrigued enough to say, Well, that sounds interesting. Tell me more about that.



09:00

If you ever need to test the effectiveness of your elevator speech, listen for those sort of thing. And I'm not saying that you're going to get that 100% of the time. But if you do get it periodically, you know that that's an indicator that you're right on the spot, you need to be with regard to your elevator speech. Now I have heard people almost literally recite their resume. Well, for the last nine years I worked at such and such place, and before that I worked at such and such doing x y&z it's like Holy smoke. Nobody wants to listen to that. It's going to bore them. Again, they're going to go to sleep on you, even if their eyes are open, trust me, their mind is going to go up in other directions. If you do something like that. That's true. That's why earlier when I was telling About a couple of the top tier universities here in the United States, having their graduate students and their executive programs come up with elevator speeches that literally were several 100 words long, and took single space on a single piece of paper. That is not what we're talking about, perhaps that's your LinkedIn profile summary or something like this, but it is not an elevator speech. Now, I know some of our other experts in this summit are going to talk to you about personal branding, which your image is, and I'm not going to do that today. But I do want to point out that short elevator speech is part of your personal brand, and your image for those people that you're coming in contact with. So you want to think through what you want to be reinforcing to other people, when you're doing your elevator speech. Now, take notes on the speakers, this is it this this is the money shot. This is a very simple structure is what I do, meaning the verb to or for whom, so you could think about this blank, blank. And then lastly, to get what kind of results. Now here's how this looks. I show me the verb is show, to whom or for whom farmers and to get what kind of results, how to make more money. So you see, that's way shorter than even 30 seconds. And it certainly isn't a full page of diatribe filling up a piece of paper. It's short and sweet. You didn't say that? You were a financier, you know, or that you did mortgages or loans for farmers? You could have said that. But isn't this much more interesting? And Isn't this the sort of thing

that everybody wants to know? It's like, who do you serve? And what kind of results can you get? Now, you may have more than one results. And you may even have more than one set of clients. But that's where the structure is, is great, because you could take out



12:43

the results and put in different results depending on who you're talking to. And if you're not talking to a group of farmers, or people connected to farmers, but you serve all just say, small businesses, you can take out the word firmers. Hopefully, you see how this works. Now, you could even change up the verbs. And I wouldn't suggest that you all go Google powerful verbs because you want to have at your disposal, a number of different verbs that you can use to create your elevator speech. Now this next one is my elevator speech, I teach ambitious professionals how to get promoted in the fastest time possible. Now, I have been told you shouldn't use the word ambitious. But frankly, I love it. Because people that are ambitious, do have drive. And they are striving towards some kind of end result. And so it's my job as a coach to teach those people how to get what they want. And usually, it's a higher grade level, or more money or both, as quickly as they can. So you see, this is to sit well, it's two lines, it's still one sentence. But you can add words to this, so long as you've got this form. After you get more experience with this sort of thing, you can reverse the order. You can say things like I show, I teach how to get promoted the fastest time possible for ambitious professionals. So you can change the order of this, but my coaching too, is keep with this format until you get adept at this. Now as a credit twit, I understand that you may not have that much experience. And so you may feel a little questioning about what you can Naturally say, your to whom is and what kind of results. But I do believe that you're focused on getting a specific kind of position, though. So think about who your customer is in that case, is it your boss, is it the business that you're working for isn't the industry and what kind of things you can do for them. Now, that's a, that's restructure. But I want to also introduce to you some ways to think about when to use your elevator speech. Keeping in mind that your elevator speech is a form of self introduction, you can use it at other times other than going to a networking event or to a party. So anytime you're introducing yourself for the first time, and this can include at a group setting, like, let's say that you're now participating for the first time in a group setting, everybody wants you to introduce yourself, use your elevator speech. But it can also certainly be one on one interaction, such as if you're getting introduced by a friend of yours to somebody else. So they say Hi, this is Dorothy Tammy kill Moran. Oh, hello, it will tell me a little bit about yourself. This is where you launch into your elevator speech. Of course, I hope you can also see that if you're going into an interview, that's everybody's personal, favorite starting question. Tell me a little bit about yourself. This is the place where you line up a couple of different elevator speeches as part of your introduction. So

you can literally have three or four elevator speeches and model up to the person that's doing the interview for you. And that becomes your Tell me a little bit about yourself.



17:11

Another thing that I think is a good use for an elevator speech is to use it on your business card, you've got lots of real estate both front and back on your business card. And if you put something like this on your business card, it helps create a reference point for the people that you meet. And you will be more memorable as a result. Because they'll have this business card, they'll see John Smith, they'll flip it over and say up, that's the guy that can show farmers how to make more money. Great. I remember who that is. It's just another one of those references were anchors to make you more memorable. Another suggestion is for you to put it in your elevator speech, put it in your signature. So you put in John Smith, and then blow it put in your elevator speech because of course, it's just a one liner. But it helps to reinforce your personal brand, and helps to make you more memorable. The more places you repeat that sort of thing. And then I The last thing that I've got listed here and trust me on my book, I've got a lot of suggestions on when and how to use your elevator speech and lots of different examples. But with your resume up there at the top, where you've got either professional objective or summary. And I'd really prefer that it was professional summary. You start right out with your elevator speech. In fact, if you've constructed a few, you could use those in your summary. Because again, it's talking about what you can do for someone else. Hopefully what this page here is doing for you is it's inspiring you to understand and think about all of the different places where you could use it because you can use it on all your social media. And you should use it at all your social media. You can use it in like if you're part of a directory for an association, you should use to keep thinking about all of the different ways that you can use your elevator speech because now you know how to do it. And you can do it on the fly. Don, any questions?



19:50

Hey, Dorothy, this is really powerful stuff. And I know all of us struggle mightily with creating an elevator pitch and questions coming in. One question right off the bat from Sally. Can an elevator pitch include a question?



20:11

Well, if the question is pointing to results, because keep in mind the first two parts of the elevator speech, the what you do, in other words, the bird and whom you do it for those

who aren't going to be questions, if you have a question that is pointing to a result, you know, such as I'll just say, like a personal trainer. I teach. I teach my health clients in Scituate, that how much weight do I lose is never question. I mean, you know, I'm just doing this on the fly. I think I probably have to see the idea or suggestion. I think, generally, you're not using a question. But if your question is pointing to a result, then go ahead and be creative.



21:16

Make sense? And I wonder then, too, after saying the elevator speech, would it make sense to ask? Is that something that could benefit you? Is there a segue then where that question gives you an opportunity to ask the question would have been a bit you or someone that you may know?



21:41

That absolutely could be a follow on? I think that is dependent on the setting. So in other words, let's just say that you're at a networking event for accounting professionals. Okay. That might be the sort of thing that you have your elevator speech, and then you follow it by? Is that the type of thing that would benefit you or somebody that you know? So it makes sense. Yeah, you certainly wouldn't do it in an interview, you wouldn't do? You know, you probably wouldn't do it at a cocktail party. So I think it's situation pending.



22:29

Certainly, here's a question, how important are numbers and stats in the elevator pitch?



22:36

Well, I am a, I'm a lover of numbers. Because again, from the neuroscience perspective, and this is, this translates also, especially to resume is anytime you have a number, it gives you instant credibility, because the assumption is, if you can sit here and say, I can improve your net income by 20%. They think that I probably figured that out. And I must know that. So numbers can be incredibly powerful in your elevator speech. I am definitely a proponent. So if we were to go back to the two examples that I gave you, I could put something like I teach ambitious professionals how to get promoted in four months or less.



23:41

So Wow, that's powerful. From a graduates perspective, then, as you mentioned, before, a graduate is coming out, necessarily, what their their food, or any kind of experience providing numbers, but they might have worked with a club or organization, let's say, I was the president of the Sailing Club, and maybe my responsibility was included membership, increasing revenues from dues and fees and things like that. So essentially, use some of those stats and my elevator pitch yes or no.



24:25

Again, you know, situations specific that I think could absolutely campsite and dimensions. So instead of just saying, I was the president of the Sailing Club, you could say, I was the president of the Sailing Club, which is 150 people strong, and helped to increase the revenue by 25% in the first year.



24:54

Makes a lot of sense. Let's take that academic side. Maybe I wasn't part of the club. organization and I was more in wanting to get on the Dean's list and definitely wanted to be in the top 10% of my class or simply, maybe I won the I kept saying project where businesses came in and awarded Microsoft, some type of first place for for the work that we did for them. What can we help share with students who are graduating that have been more focused on their academic side? And to use that in their elevators?



25:38

Well, let me tell you, you want to say your academic success is your GPA, how many times you were on the Dean's honor roll for your resume? There is in a context, that's going to sound okay for you to say, Well, I got the Dean's Honor Roll five times, you know, because it comes back to the question of what can you do for that person, or that person's network. So as a graduate is thinking about their academic success, they probably want to look at their internships, or the projects that they did, that's going to have applicability to, you know, to a business, you know, that's going to be interested in hiring. This weekend, I went to Kansas State University, and looked at my niece's projects, it would be very easy as a graduate for her to say, Hey, I have fully designed the interiors for this, this and this kind of business. And those were her class projects. So I think, even though you've got great academics, you were on the teams where we had a high GPA, save that for your resume. And keep in mind that your elevator speech is what can you do for someone else.

So even if you don't have work experience, you have had projects that are going to be enticing, and a value to somebody who wants to hire you.



27:29

Crazy makes a lot of sense. Let's cut up to the stage of a scenario here. And I am a student, and I'm being interviewed by you, Dorothy and a corporate setting. So this is our first meeting, we shook hands, they sat down. Is that an appropriate you tell me well done. Tell me about yourself. Is that when I share with you my elevator speech?



27:57

Yes, and other ones. But in preparation for the interview, you might actually have developed three elevator speeches that you've put together. So you could say, well, I teach farmers how to make more income, and at the same time, not increased their workload. I do that by blah, blah, blah. So in other words, absolutely. That's perfect time to have thought through your elevator speech. And I would say even more than one because, you know, you're going to talk more than 20 seconds, and they're expecting you to.



28:46

Yeah, I would imagine their time where I caught your attention. And hope that you'll say, Well, tell me more. Yeah, point. Then I need to follow. Is there a second theory kind of a longer elevator speech?



29:06

Yes. And and it's really no longer an elevator speech. It's it's more response of saying more about what you just said. So if you said I saved my employers 40% on their expenditures for travel. Really? Tell me more about that. Well, what I have found it is and then, you know, fill in the blank of whatever the process was that led you to those savings. You don't want to give away the farm. You want to you know, you want to still kind of keep it at a high level, but let them know that you know what you're talking about.



29:52

You know what a man can bury when you tell? Well, Don, tell me more. It will give me opportunity to kind of refer to the job description for the position I'm applying and then

apply my elevator speech statistics within the format of what they're looking for that person to be able to accomplish that in that job.



30:19

Yes, yes, a good applicant that is preparing for an interview is going to think through what is the content of the job? And how can I you satisfy the content of the job and the requirements for that job. Now, you're not going to include everything, but include the top one or two most impactful things because this is like an appetizer. You know, this is the beginning of the meal, make it interesting, make it tasty, make it intriguing. And so it's like, why are you save them? 40%? Well, tell me more about cops. So it makes them want to take him more and more information.



31:08

Got it? So here's a question from from Doug. But he should read your book about networking for introverts. When I say elevator speech become ragging, I guess, is concerned about being boastful in an elevator pitch. And maybe that opens a discussion that maybe we should be bragging more in the elevator speech in order to get the attention of the individual.



31:35

Well, you know, interesting question, tag, thanks for asking this, because I do address this in a couple of different places. With the books that I've read, written, and I do talk about, you know, the difference between self promotion and bragging, breaking has some very specific characteristics. One of them is, it's all about you, not about me. And if you're talking to me, and all you're doing is you're talking about yourself, and you're not relating that to me, that's breaking. Okay. It's a fact, it's not a break. You know, it's like, here's, here's what I do. And it's not like you're being boastful. You're just being straightforward. Not him hoeing around, but having confidence and saying, This is what I do. It's kind of like what he said with my elevator speech, that it's like, I teach ambitious professionals how to get promoted in the shortest time possible. Or I can say, in three informatics or left. And if somebody says, really, it's like, yeah, the record is three months. So, you know, that's, that's not a break. It's just a fact. And, you know, if they then say, Well, what do you do? Well, you know, I go into the whole thing. So, so breaking tends to be self centered. It's not focused on the individual. It's not relating your background and your information to the other person. And it tends to be too much. One of the guidelines I always choose for an interview is when you're responding, don't make your response more than two minutes,

because then it's too much. So it could be either too much content, or it could start sounding like you're breaking. But in either case, the brain of the other person shuts off. You don't want that because they're not taking out what you're saying. So breaking over overly you focused too long, doesn't relate to the other person, and may have some exaggeration and true self promotion is not boastful. And it's fast.



34:19

Fast paced a lot. A good segue question coming in from Kim, in terms of the ideal length that everyone in the kids the elevator speech should be 30 seconds mentioned. Two minutes starts to get too long. what's what's ideal give us some parameters.



34:38

We'll as I mentioned earlier, on 30 seconds or less 30 seconds or less. The two minute thing is response to an interview question. An elevator speech, just think shorter is better. Now, one of the ways you can test for whether or not you have good elevator speech. Write a few out using the nomenclature I gave you and say them out loud. And if you can't even get that thing out of your mouth, without stumbling over it, it's probably not a good one. It's probably not sincere for you. And it could be too long. But once you've done this, and you've tested yourself, you know, find a friend or somebody and give it to them and see what they have to say. So you can test your elevator speech if you're still kind of unsure, but never, ever, ever longer than 30 seconds.



35:41

Wow, great advice. Hey, Dorothy, we're running out of time. This has been a great discussion, lots of tips on how to put together a very effective elevator speech. Could you put the slide back up that it shows the components of a elevator speech and before we go, also, we want to make sure if we know how to save you, certainly I'm going to encourage anyone to get to Amazon and check out towards other books, the easier networking for introverts, and the socially reluctant was career mapping, planning or career purpose, which I think is a tremendous book, it's a great idea that very few of us really map out our career and follow that. Can you give us in the last probably minute or so just kind of a summary of of the components of the elevator? speech structure? As a review?



36:42

Yes. So I've got the slide back up. It has three parts. It has a verb, and that verb who knows what to do. So you could teach, you could show you could fill Scylla, Tate you could man inch, those kinds of things. And then for Who do you do this? So let's say that your computer programmer, it could be for your banking business. So I program for banks, and get x. Okay, so you've got three parts, you've got the verb, who you're doing this for. And the third thing is what kind of results. So if you're doing computer programming, you're not just programming. You're either making it more efficient, you're making it flow faster, you're making the information more intelligent, more competitive. So you think through, or really, I know you're doing something, but what is the result of this thing that you're doing? And I think for some people that, you know, thinking through, what are the results? That can be a little difficult, because it's like, well, I do stuff like, Well, why are you doing those things? So think through what is the end result. And usually, it's cost savings, it's making money, making things more productive, supporting people who do those same things in various ways. And you'll notice the two elevator speech examples here, even though I talk about money in mind, is really equal to more prestige, and more money. And we have very few things in life that we're really striving for, we want to be loved. We want to be respected, and we have some amount of prestige. And we want to have enough money to support ourselves and the things we want to do. So usually, the answer to that question points to those kinds of things.



39:05

That's your structure, the powerful. Thank you very much for sharing this information with us today and helping us all launch and lead successful careers.



39:15

Oh, my pleasure. If anybody ever has a question, feel free to drop me a line. If it turns out, I do respond to emails. I'm happy to help