

Elevator Speeches

An “elevator speech” is a succinct description of the workshop that can be delivered in the time it takes for an elevator ride – about 30 seconds. It should be brief (100 – 130 words) and contain a clear message. It can be useful in promoting your workshop, especially on the first or ‘cold’ call to a potential partner or during a short encounter with a potential participant. Elevator speeches can be used in combination with printed materials such as a brochure, flyer, or poster.

Sample Elevator Speech for Potential Partners

Living Well with Diabetes is a workshop for people with type 2 diabetes, pre-diabetes or an individual living with someone with type 2 diabetes.

It covers topics such as:

- Monitoring your diabetes
- Healthy eating and planning low-fat meals
- Reading nutrition labels
- Preventing or delaying complications
- Physical activities, exercise and endurance activities
- Preventing low blood sugar
- Foot care
- Effective communication with healthcare providers

Research from Stanford University has shown that *Living Well with Diabetes* works: Participants better manage their diabetes, improve healthy eating, and have fewer hospitalizations and doctor visits.

Most importantly, the workshop helps participants gain control of their own lives through manageable action plans and support from their peers.

Note: Conclude with an “ask” (what you want the listener to do). For example: Can we meet to explore how we might work together to help your patients/members/clients with diabetes? Would you be willing to offer a workshop at your location to make it convenient for your patients/members/clients? Could you hang this poster? Could you recommend the program to your clients or patients with diabetes?

Thank them for their time, ask if they have any questions, and provide them with your contact information. If this is an in-person visit leave informational material.

Sample Elevator Speech for Potential Participants

Living Well with Diabetes is a workshop for people with type 2 diabetes, pre-diabetes, or an individual living with someone with diabetes.

The six weekly sessions cover topics like healthy eating, reading nutrition labels, planning low-fat meals, fun ways to get active, foot care, preventing or delaying complications, preventing low blood sugar, and tips for talking with your doctor and family about your health. It's also a great way to meet other people dealing with similar issues related to their diabetes.

Living Well with Diabetes works! People who take the workshop have better diabetes indicators and fewer doctor visits and hospitalizations.

Living Well with Diabetes is supported by [insert your organization's name] and the Minnesota River Area Agency on Aging. It is led by trained leaders, at least one of whom has type 2 diabetes themselves.

(If time allows) People really love the workshops! For example, [insert a quick story about a real person who took the class and has seen real benefit, e.g., reduced the number of medications they were taking, lost weight, is now a spokesperson for the workshops, etc.]

You can find a workshop near you by visiting the website www.mnraaa.org or by calling [phone number] OR A workshop is starting in [city] on [date].

(If in-person) Here is a flyer/brochure/poster with information about an upcoming workshop.