

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 Chronic Conditions is a workshop for people with chronic conditions such as: arthritis, heart disease, depression, obesity, anxiety, diabetes, and more.

It covers the following topics:

- Managing pain and fatigue
- Dealing with our emotions
- Using the mind to manage symptoms
- Exercise and healthy eating
- Medication management
- Working with your healthcare system
- Communicating with doctors and family

Research from Stanford University has shown that *Living Well with Chronic Conditions* works: Participants better manage their conditions, improve healthy habits, 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 chronic conditions? 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 Chronic Conditions is a workshop for people with chronic conditions such as: arthritis, heart disease, depression, obesity, anxiety, diabetes, or any health condition that is long-term.

The six weekly sessions cover topics like effective techniques on how to deal with pain, frustration, fatigue, and emotions. It covers exercise, healthy eating, better ways to communicate about one's condition with doctors and family members, problem-solving, goal-setting, and more. It's also a great way to meet other people dealing with similar issues related to their chronic condition.

Living Well with Chronic Conditions works! People who take the workshop have less stress, fewer complications, more energy, feel in control, and have fewer doctor visits and hospitalizations.

Living Well with Chronic Conditions 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 a chronic condition 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.