

# 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.

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## Sample Elevator Speech for Potential Partners

*A Matter of Balance* is a workshop designed for adults who are concerned about falls, have sustained a fall, are interested in improving flexibility, balance, and strength, and that are 60 and over, ambulatory and able to problem-solve.

During 8 two-hour sessions, participants learn:

- To view falls and fear of falling as controllable
- To set realistic goals for increased activity
- To change their environment to reduce fall risk factors
- To promote exercise to increase strength and balance

This nationally recognized program was developed at the Roybal Center at Boston University. The program is designed to reduce the fear of falling and increase the activity of older adults who have concerns about falls.

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 falls prevention? 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 patients/members/clients?*

*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

Do you avoid doing certain activities because of a fear of falling?

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*A Matter of Balance* works! People who take the workshop feel confident they can prevent falls, have a reduced fear of falling, feel more comfortable talking about the fear of falling, and have a desire to continue exercising.

*A Matter of Balance* is supported by [insert your organization's name] and the Minnesota River Area Agency on Aging. It is led by two trained leaders.

(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,]

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

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