

# 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.

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## Sample Elevator Speech for Potential Partners

Tai Ji Quan: Moving for Better Balance™ (*pronounced: tie-gee-chwan*) is an evidence-based fall prevention program delivered in two 1-hour sessions each week for 12 weeks. Each session consists of warm-up exercises; core practices, which include a mix of practice of forms, variations of forms, and mini-therapeutic movements; and brief cool-down exercises.

Tai Ji Quan: Moving for Better Balance™, developed by Dr. Fuzhong Li at the Oregon Research Institute, is an evidence-based fall prevention program that represents a substantive enhancement of traditional Tai Ji Quan training and performance as it transforms martial arts movements into a therapeutic regimen aimed at improving postural stability, awareness and mindful control of body positioning in space, functional walking, movement symmetry and coordination, range of motion around the ankle and hip joints, and lower-extremity muscle strength.

Tai Ji Quan has been shown to:

- Improve balance
- Improve strength
- Improve performance in functional walking activities
- Prevent falls

*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 printed material.*

## Sample Elevator Speech for Potential Participants

Do you avoid doing certain activities because of a fear of falling? Do you have problems with balance?

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The target audience for Tai Ji Quan is community-dwelling older adults and people with a history of falls, balance disorders, leg muscle weakness, abnormal gait or walking difficulty. The program is able to accommodate people with a mild level of mobility difficulty (e.g. people who are occasional cane users).

*Tai Ji Quan* is supported by [insert your organization's name] and the Minnesota River Area Agency on Aging. It is led by a trained leader.

(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.