

# 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

The Chronic Pain Self-Management Program is a 6-week two-hour workshop that helps participants, and their support person, deal with the ongoing issues associated with chronic pain. Workshop participants will learn about:

- Strategies to overcome problems such as frustration, fatigue, isolation, and poor sleep
- About exercises for maintaining and improving strength, flexibility, endurance and pacing activity with rest
- Appropriate use of medications and evaluating new treatments
- Communication skills
- The importance of good nutrition in pain management

### **This program is targeted to persons who**

- People who have a primary or secondary diagnosis of chronic pain
- Family members, friends, and caregivers of adults with chronic pain

### **Program Components**

Structured, interactive group learning focused on individuals suffering from chronic pain.

- Coping strategies: Action planning & feedback, behavior modeling, problem-solving techniques, decision-making
- Self-management of symptoms: Stress management, healthy eating, sleep/fatigue management, medication management, exercise, communication with health providers, pain management

### **Program Outcomes**

Participants:

- More vitality or energy
- Less pain
- Less dependence on others
- Improved mental health
- More involved in everyday activities
- More satisfied with their lives

*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 Pain? 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 Chronic Pain?*

*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

The Chronic Pain Self-Management Program is a 6-week two-hour workshop that helps participants, and their support person, deal with the ongoing issues associated with chronic pain. The six weekly sessions cover topics like effective techniques on how to deal with pain.

- Workshop participants will learn about:
- Strategies to overcome problems such as frustration, fatigue, isolation, and poor sleep
- About exercises for maintaining and improving strength, flexibility, endurance and pacing activity with rest
- Appropriate use of medications and evaluating new treatments
- Communication skills
- The importance of good nutrition in pain management

It's also a great way to meet other people dealing with similar issues related to their chronic pain.

*Living Well with Chronic Pain* works! People who take the workshop have reported that they experience;

- More vitality or energy
- Less pain
- Less dependence on others
- Improved mental health
- More involved in everyday activities
- More satisfied with their lives

*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 pain 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 [yourjuniper.org](http://yourjuniper.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.