

INFLUENCING CHANGE IN HEALTH POLICY

ELEVATOR SPEECH = 3 C's = CLEAR, CONCISE, CONVINCING MESSAGE

An elevator speech is a short introduction (30 – 60 seconds long or the amount of time of an elevator ride) used to explain who you are, what information or facts you want a legislator to know, and what you would like a legislator to consider or how you want a legislator to vote on an issue.

Remember...

- Remember you are the expert in your nursing role. Legislators have less knowledge about healthcare than a student and/or a nurse. You know what you know; they don't know what you know.
- Elevator speeches are not a general conversation. You are delivering a specific message – be focused.
- You may meet opposition – try to anticipate different possibilities and how you will respond.
- Elevator speeches should be specific to the individual or group – alter your elevator speech to share consistent messages to a variety of individuals or groups (for example – legislators, administrators, business leaders, or your peers).

Development of Elevator Speech:

- **ISSUE OF INTEREST:** Select one INA legislative agenda item with bullet points OR a bill (house file [HF] or senate file [SF]) of concern to create talking points specific to your concerns or role
- **OUTCOME:** Anticipated outcome after conversation – want legislators to know more specific information, want legislator to vote a particular way on legislative issue, or want to set up another meeting
- **ATTENTION GRABBER:** Catchy first phrase or statement - intrigues listener and prompts ongoing communication
- **TALKING POINTS:** Subsequent talking points should be facts or examples to support your main issue
- **CLOSING/WRAP UP:** Restate attention grabber, share anecdote, or ask question to prompt future interactions
- Use attention grabber to redirect conversation if needed – *"What I really want you to remember is..."*
- Do not feed into negative comments – acknowledge concern and bridge back to your attention grabber and facts
- Write out your elevator speech and practice before you deliver it (use template on back). Remember that writing is more formal than speaking. Once you've written your elevator speech, read it aloud several times to decide what is unclear, not succinct, or sounds too formal. Change elevator speech as needed.
- Most importantly - practice, practice, practice!!

Delivery of Elevator Speech:

- Make eye contact, use a strong handshake, and remember to smile
- Let your enthusiasm and passion for issue be seen and heard
- Speak naturally, confidently and in clear, audible tone of voice
- Be prepared to walk and talk and be succinct – legislators are busy and schedules unpredictable
- Stay focused on the purpose and anticipated outcomes of elevator speech
- Do not use jargon – the legislator or others may not know healthcare terms
- End your pitch with a question to spark additional conversation. Examples on the back

Leaving Positive Impression:

- Message Consistency + Repetition = Impact
- Deliver the message by controlling the agenda
- Be polite, positive, and proactive

ELEVATOR SPEECH TEMPLATE

Hello, my name is _____

If you are a registered nurse, briefly share the type of patients you work with and place of employment. If you are a student, identify what college/university you attend.

ATTENTION GRABBER: A catchy first phrase or opening statement to intrigue legislator to want to know more. This should be INA legislative agenda item or current legislation (using the bill number such as HFxx or SFxx and the bill name or focus).

TALKING POINTS:

#1 - State a fact, issue of concern, or example:

#2 - State a fact, issue of concern, or example:

#3 - State a fact, issue of concern, or example:

OUTCOME: State how the legislator could better understand or help resolve the issue (if not a specific legislative bill) OR exactly how you would like legislator to vote on legislation (in favor or against):

Choose a question to end with:

- Can I meet with you when you are back home in our district?
- Can I talk to you at the next local legislative forum you host in our community?
- What additional information can I send or share with you?

Provide legislator (or legislator's aid) your contact information/business card.

Thank legislator for their time and willingness to meet with you (or speak with you).

Write a thank you note (US mail) or email to your legislator within the next 48 hours.