

Racial Equity “Elevator Speech” Worksheet

When I get ready to talk to people, I spend two thirds of the time thinking what they want to hear and one third thinking about what I want to say. ~ Abraham Lincoln

Key Focuses:

Have your audience in mind – the key to an effective elevator speech is to show you have something the audience wants/needs (even if they don’t know they want it yet).

Have your goal with this audience in mind - tailor communication to achieve the appropriate goal for your audiences/listener.

Know your topic – by answering these questions ahead of time you will be able to pull out the Race and Equity characteristics you will want to use to impact the audience you are addressing.

1. What is the vision, key elements and strengths of your race and equity effort?
2. What is the relevant “business arguments” for the change? What problem will it solve and how would that improve our organizations outcomes? What are the dangers of not changing?
3. Why do you care?
4. What are examples of impacts you have seen or heard about, in your sphere or elsewhere?
5. What results do you see or hope for from current race and equity activities one year from now (what equity outcomes are being advanced)?

Outline your speech for a “typical” audience – write a few bullet points to remind you of what you want to say, no need make complete sentences – you can expand the details as you practice and adjust the speech.

<p>The What - What is this effort, and how does it work?</p> <p><i>(Describe it in a simple, animated way, use “juicy” adjectives)</i></p>	
<p>The Why - Share concrete examples of the problem it solves and how that enhances the institutions outcomes? (make the business case)</p> <p><i>(Personalize with a short story that captures your motivation for being involved)</i></p>	
<p>The Equity Outcome - What difference will that make (who will be better off and how will we know, what disparities will be impacted)?</p> <p><i>(Include emotion that might be experienced internally and externally throughout the organization because of this change)</i></p>	
<p>What might be next for the listener because of hearing this?</p> <p><i>(Think of open ended question(s) that could lead to further education or engagement - be prepared to refer to resources; trainings, books by experts, films/videos that give the work credibility)</i></p>	