



The Community Elevator Speech

Telling the Community's Story

The last task during Plan Week is developing and writing the Community Elevator Speech.



An elevator speech is a short summary used to quickly and simply define and describe a product, service, or organization and its value proposition. The term *elevator speech* reflects the idea that it should take only a short time to deliver the summary, i.e., the time it takes for an elevator ride.

Building Communities will facilitate a free-flowing Steering Committee conversation after the prompt below is read aloud to the group by the Facilitator.

	Mind	Heart	Muscle
Strategy Selector	✓		
Voice of the Community		✓	
Community Organizer			✓
Essential Action Steps	✓		
Community Elevator Speech		✓	
Implementation			✓

"It is time for the Steering Committee to wrap up its work by considering and documenting why we are doing this work in the first place. Think of this as your Community Elevator Speech.

That is, if you were to describe the "strategic direction" of your community to a prospective new local business owner, or perhaps a foundation program officer, what would you tell them?

What is special about your community? What is unique and interesting/important about your community's history? Is there something unique about the setting, or buildings, or public facilities, or people in the community?

Think about the strategies you selected and the improvements you anticipate as a result of implementing this plan. What are the highlights you want to share?

This is the time to show your passion. Why do you love your community?

The result of this discussion will be a 300-500 word essay drafted by Building Communities. It will describe passionately *why* the group cares about the community and *how* the Plan will help them achieve their vision.

This essay will be featured prominently in the community's Strategic Plan Executive Summary.