

An elevator speech is a short, concise, and persuasive synopsis of your proposed project. It should be no more than one minute, or the time it takes to ride on an elevator. This template is designed to assist you in putting together your elevator speech.



Introduction
10 seconds

Introduce yourself, your team, department, etc. Focus on credentials that are relevant to the project.



Problem
15 seconds

Provide an overview of the problem or root cause, who it impacts, and the harm or poor outcome that results.



Solution
25 seconds

Provide a brief overview of your proposed solution and how it will correct the identified problem or root cause.



Ask
10 seconds

Describe your ask or request of that person, which includes what you want them to do, the role you want them to play, as well as the resources needed to implement your solution.