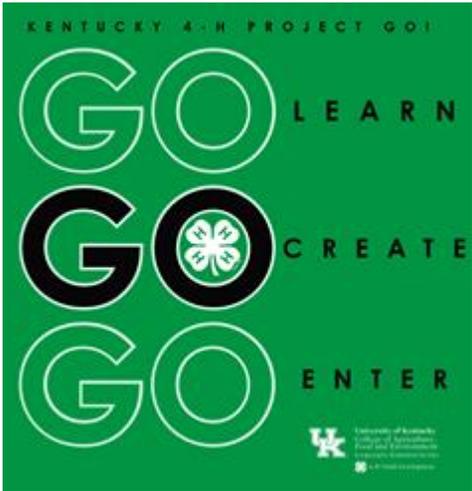


 **KENTUCKY 4-H PROJECT GO!** 



Elevator Speeches

Has anyone ever asked you a simple question, maybe to explain an activity you enjoy or to tell them more about something you love? Have you ever been stumped with how to explain all the details in a short period of time? This lesson will help you learn the basics of an elevator speech, which is a short persuasive speech to spark the interest of your audience. Remember these things:

- An elevator speech is different than a traditional speech because of the length! Keep it short! It needs to be no more than 60 seconds, or the length of an elevator ride.
- This type of speech is typically more personal, you are sharing about your experience.
- Remember to HOOK your audience, you can do that with a strong action phrase in the beginning and a solid call to action at the end!
- Although an elevator speech is short, it is important to practice. This is a persuasive speech. A good persuasive speech is thought-provoking and shares a clear opinion. The goal of a persuasive speech is to convince the audience why your experience and thoughts matter.

Sundberg, J. How to create a memorable elevator pitch. Retrieved: <https://theundercoverrecruiter.com/how-create-your-memorable-elevator-pitch-four-simple-steps/>

Belczyk, C.L. 4-H Camp Ambassador Training. Retrieved: https://4hcantercave.osu.edu/sites/cantercave/files/imce/Camp_Ambassador/LessonPlan-%20ElevatorSpeech.pdf

Materials Needed

- Elevator Speech Video
- Writing Utensil
- Paper or Notecards

Example Topics for Elevator Speech

- What is 4-H?
- Why should I go to 4-H Camp?
- What is your favorite 4-H project or activity?
- Why should I enroll in 4-H?
- Why is it important to support 4-H programs?
- What are lessons 4-H can teach young people?
- Does 4-H teach life skills, such as communication and teamwork?
- Why should young people participate in community service projects?

Learner Objectives	Skill/ Grade Level	Curriculum	Life Skills	Educational Standards	Video Lesson
Utilizing this outline youth will craft an elevator speech.	Beginner Ages 9-18	Communications Curriculum	Communication Social Skills Planning/Organizing Critical Thinking Marketable Skills	National 4-H Mission Mandates Common Core Standards	

Do the Activity:

When you are crafting your elevator speech, you first need to know your topic or purpose. Ask yourself these questions after you identify your topic/purpose of the speech:

- 1) What value do I provide to this topic?
- 2) How do I provide this value?
- 3) What is unique about my experiences?
- 4) Who is my target audience?

When crafting your elevator speech, remember these four important parts:

- 1) Start with an action phrase, this is to get the attention of your audience.
- 2) Introduction, here you introduce yourself and why you are qualified to be talking about your subject.
- 3) Highlights, during this portion talk about your experiences and the impact those experiences have had on your life.
- 4) Call to Action, a simple statement that leaves your audience thinking, “How can I get involved?”

Choose a topic, craft your speech, and find a partner to share your elevator speech with! The more you practice, the more confident you are, the more confident you are, the more convincing you are in your speech! Now, go practice!

Reflect:

- 1) How did you decide what was the most important information to share?
- 2) What was the most difficult part of this activity?
- 3) What was the easiest part of this activity?

Apply:

- 1) In what situations do you think you may need an elevator speech?
- 2) Think about how practicing your elevator can help you as a public speaker and set a goal to step out of your comfort zone and put yourself in situations to deliver your elevator speech!

Learn more at www.kentucky4h.org or contact your county extension office.

Extended Learning	Civic Engagement	Communications	Exhibit	References
Expand your comfort zone and introduce yourself to people you don't know. Practice your elevator speech!	Run for office in your 4-H club! Prepare your elevator speech based on the offices you are interested in.	Continue to work on your communication skills and build a longer speech or expand into a demonstration.	Enter your speech or demonstration into the county 4-H communication contest.	Rachel Guidugli, Extension Specialist for 4-H Youth Development, University of Kentucky College of Agriculture, Food and Environment

