Elevator Speech

Definition: Crisp Executive Summary
- Three elements (short, memorable, and tailored to audience)
- Short: literally the amount of time in an elevator ride (30 sec or less)
- Memorable: Start with a number (there are 3 things….)
- Tailored: Why does it matter to the listener!
  - Tribal, State, Federal (one speech for each)

Elevator Speech Activity

- Goal of the Elevator Speech:
  - "We want you to attend the Tribal Water Summit".
- What is the Tribal Water Summit?
  - "A meeting of Tribal State and Federal leaders to discuss Water in California"
- When will it occur?
  - April 24-25, 2013
- Why is it important?
  - What do we hope to accomplish (1-2 things)
- We want you to attend!
Elevator Speech

- **Tribes:** Why does the want to participate?
- **State Agencies:** Why do you want to participate?
- **Federal Agencies:** Why do you want to participate?