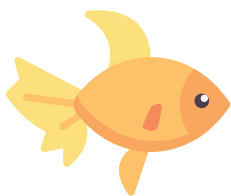


NWR EDUCATION SERIES

MASTERING THE ART OF YOUR ELEVATOR SPEECH

We Have **SHORT** Attention Spans



Goldfish
9 Seconds

VS.



Humans
8 Seconds

FOUR PARTS OF AN ELEVATOR SPEECH



1 Identify your goal



3 Communicate your proposition



2 Explain what you do



4 Engage with a question

3 Key Communication Components

VERBAL

Words you say
Be aware of your audience
Avoid acronyms and jargon

PARA-VERBAL

Watch the tone of your voice
It is not what you say, but how you say it

NON-VERBAL

Body language and expression
Be mindful of gestures, facial expressions, poses

30-60
Seconds



Average Length of Elevator Speech

Body Language



Be Mindful of Your Stance / Space



Eye Contact and Facial Expression



Hand / Physical Gestures



Mirroring and/or Mimicking Behaviors

NETWORKING

DO

Set goal to meet/introduce yourself to others

DO

Listen and ask questions, be engaged

DO

Volunteer at events to meet like-minded people

DO

Capture notes for later conversations

Networking **DON'TS**



Don't overshare



Don't show yourself or your coworkers in a bad light



Don't drink too much

A. (Put yourself out there!)

For more in-depth resources and to watch the complete webinar visit

www.NationalWomenInRoofing.com/home/education/webinars/

C. Volunteering (a great way to meet like-minded people)

(Get down highlights of the conversation)