

Extension in 60-Seconds

An “elevator speech” is a short message intended to convey a specific point or points during a brief interaction. The concept is based upon the limited time two people have to talk while riding in an elevator. The concept in more general terms can apply to any type of targeted marketing or promotional message.

For this activity, we will practice crafting elevator speeches for scenarios related to our Extension Council and local Extension programming.

Steps:

- a. Choose one of the three scenarios described below.
- b. Consider your audience. What can you glean about the person/people based upon the scenario description?
- c. Define the key points you want to highlight or the question to be answered in your elevator speech.
- d. Use the provided worksheet to craft your message.
 - Start with an action phrase or question (the hook for your audience).
 - Add one sentence to provide connection of who you are in relation to the question to be answered.
 - Share a few highlights, a story, or additional details about the topic you are addressing.
 - Close with an invitation, call to action or expectation.
- e. Do a practice run delivering your message and finalize your main points.
- f. Select a presenter and write out a final copy of your message.

Scenarios:

1. You are attending a program at the Extension office. Attendees are mingling and chatting as they arrive. You mention that you just started a term on the County Extension Council, and someone asks, “What does that mean?” Craft a 30-60 second response.
2. You are working the Extension table at a back-to-school fair. A parent stops by and is unfamiliar with Extension. Craft a 30-60 second message to give a broad overview of Extension.
3. While attending a local community event, you remark to those at your table that you are serving on the County Extension Council. The person beside you remarks, “I am new to the county and not familiar with Extension. Can you tell me more about it and the council you mentioned?” Craft a 30-60 second response.

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Audience

Question/Topic

Your Hook

Connection Statement

Story, Key Facts, or Details

Call to Action

Your Message