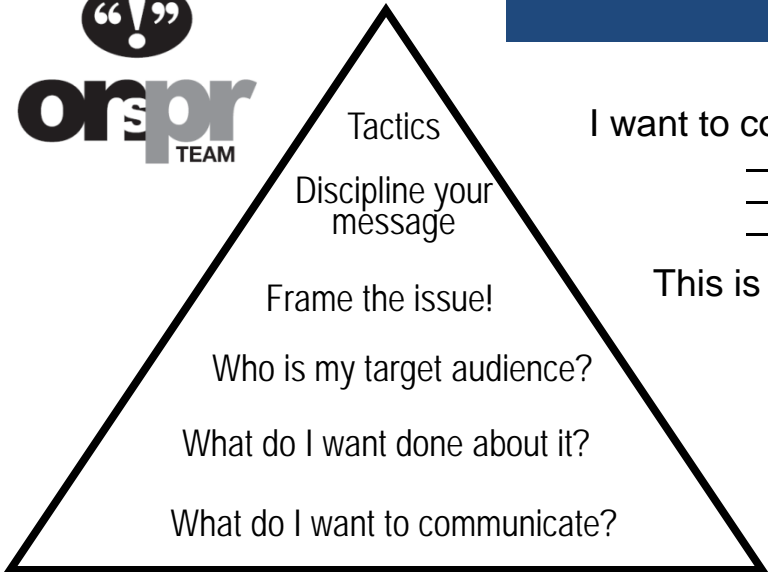




Going Up: Elevator Speech Outline Tool



I want to communicate:



This is what I want the person to do as a result of my communication:

Am I talking to the right person or persons? List the key influencers:



FRAME MY ISSUE:



Discipline my message:



Brainstorm Box.... What's in it for the person I want to convince? What do they value? What do they need now that fits with what I want them to do?

C

Connections to the person's values, projects:

L

List the steps I want done:

E

Expectations for success-what it will look like:

A

Ability, know-how, do they have the tools:

R

Review, Re-tune into their radio station WII-FM:

Timely Tactics

Absolutely A+ Words: anecdotes, action words, alliteration, analogy....

Build a Bridge
Be a PRO at Controversy. . .

Let's take a broader look...
Is the real issue . . .
My understanding is ...
Are you saying...