

Imagine you are out and about and see the Disability Minister. She or he looks busy. Now is your chance to talk to them and you only have a couple of minutes, **but** you don't know what to say, so you let them walk away. **This *How To* sheet will show you how to prepare your own Elevator speech.**



1. What Is an Elevator Speech?

An elevator speech is a 2-minute speech that you can use when you bump into important decision makers. These people could be:

- Politicians
- People who work in government
- Leaders of disability organisations
- People who give money to projects

A self advocacy elevator speech is like a short TV advert about your group and includes:

- the issues you care about
- the changes you want to happen
- how they can help make those changes

An elevator speech doesn't just happen in an elevator. **It can happen anywhere!**





2. Planning your Elevator Speech

STEP 1 Write the speech

Work together as a group to write your speech.

Remember: A good elevator speech is short and to the point.

Your speech could include information about:

- Self advocacy and your group
- One or two main issues that you care about
- Changes that need to happen
- How the person can help



★ HOT TIPS

- It is also a good idea to make a short **information sheet** about your group to give out to people.
- Don't forget to include your **phone number** and **email**.



Sample elevator speech

"Hello I'm Betty Smith, I'm a member of the *Shout Out* Self Advocacy group.

Shout Out is run by and for people with an Acquired Brain Injury and we support each other to speak up about the issues that we care about such as the need to teach police about brain injury.

We are also really worried about the number of young people with brain injury who have to live in nursing homes, this has to change!

Shout Out would really like to meet with you to talk about these issues and find ways to work together to make change happen.

Here is an information sheet about our group. Our email and phone number is at the bottom of the page.

Thank you for listening and I look forward to hearing from you.

Have a great day!"



STEP 2 Practice!



Now that you have your speech everyone in the group should practice saying it out loud.

You should also practice saying it without notes. Remember, the more you practice the better you will get!!

Also ask friends and supporters to listen to your speech and give advice.

3. Ready Steady Go

When you meet an important decision maker you have the chance to use your speech!!!!

- First, take a deep breath and smile.
- Then introduce yourself.
- Politely ask if you can have a quick chat.
- Say your speech!
- Ask for a meeting.
- Give them your information sheet.
- Thank them for listening.



Remember

- Look the person straight in the eye
- Don't speak too quickly
- Be friendly