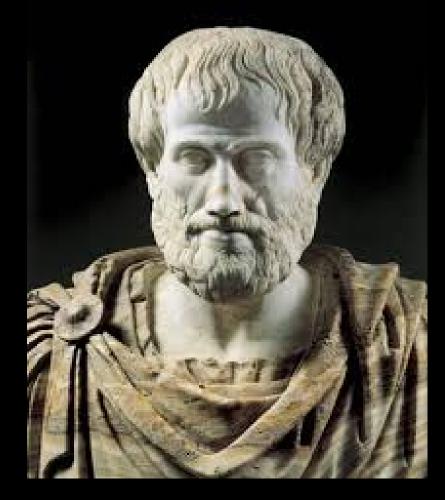


Sometimes life will hand you an unexpected opportunity, and you need to be prepared... **The Elevator Speech Sidney B. Westley East-West Center**

July 2018

More than 2000 year ago, Aristotle said a speech should have...

- Ethos: Credibility of speaker (expertise, trustworthiness, goodwill)
- Logos: Evidence, strong arguments
- Pathos: Appeal to emotions (fear, pride, competition)



Contents of your elevator speech

- Who are you? Why should the policymaker listen to you?
- What policy issue are you addressing?
- Why is this issue important? Do you have a real-life example?
- How can your NTA findings support a sound policy option: A specific finding? Or a more general statement about your research?

Sender

Channels

Formats

Audience

Message

• An opening for further conversation

After your elevator speech

- What questions is the policymaker likely to ask you?
- How will you answer the policymaker's questions?
- And worth a repeat:
 - An opening for further conversation (with your business card)