

Batting Practice Activity: Storytelling with your elevator speech

What story can you share about your school in 30 seconds or less to interest a potential partner? You may tell a different story depending on the situation. What you tell the director of an art museum may be different from what you share with an executive from a bank or the general manager of a manufacturer.



An effective elevator speech should tell:

- Something about your campus and students
- What you could accomplish with a partner
- How the person you are speaking to could help you reach your goal

Think of a potential partner you will reach out to and write an elevator speech or jot down bullets that you would share with that potential partner.

Example: Art is so important in the development of critical thinking skills and preparation of young adults for social settings. If my students had more opportunities to experience art in a museum that is outside their local neighborhood, they could discuss what they see and how they feel about the art. My students need to experience life outside their school, and I believe your museum could provide my students with a necessary skill they can't learn in the classroom. (25 seconds leads to a discussion of field trips, art camp, etc.)

Principals should know what they need, who could help meet their need, and be able to communicate the problem and the solution to a potential partner, in 30 seconds or less. Whether the need is tutors, mentors, school supplies, uniforms, internships, career day speakers, positive role models to greet students in the morning, etc., a principal should be able to succinctly share a specific story for each situation.