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**Sometimes life will hand you an
unexpected opportunity,
and you need to be prepared...**

The Elevator Speech

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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?
- An opening for further conversation

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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)

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