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
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)