**All About 1 Minute Elevator Talks**

1. What Wikipedia thinks it is!

From Wikipedia, the free encyclopedia

An **elevator pitch**, **elevator speech** or **elevator statement** is a short summary used to quickly and simply define a process, product, service, organization, or event and its [value proposition](https://en.wikipedia.org/wiki/Value_proposition).[[1]](https://en.wikipedia.org/wiki/Elevator_pitch#cite_note-1)

The name 'elevator pitch' reflects the idea that it should be possible to deliver the summary in the time span of an [elevator](https://en.wikipedia.org/wiki/Elevator) ride, or approximately thirty seconds to two minutes and is widely credited to Ilene Rosenzweig and Michael Caruso (while he was editor for *Vanity Fair*) for its origin. The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value adding, the conversation will either continue after the elevator ride, or end in exchange of [business cards](https://en.wikipedia.org/wiki/Business_card) or a scheduled meeting. A variety of people, including [project managers](https://en.wikipedia.org/wiki/Project_manager), [salespeople](https://en.wikipedia.org/wiki/Salesperson), [evangelists](https://en.wikipedia.org/wiki/Evangelism_marketing), and [policy-makers](https://en.wikipedia.org/wiki/Public_administration), commonly rehearse and use elevator pitches to get their points across quickly.

1. Who is the Researcher’s Audience??
	1. Your family over the holidays!
	2. Patient and Family Groups
	3. Donors
	4. Colleagues
	5. Anyone…you can always make it more complex if they have questions
2. Why should I do a 1 minute research talk?
	1. A 1 minute description ensure YOU know what YOU are doing and WHY
	2. A donor could be on any elevator
	3. A promotion or opportunity could be on any elevator
3. Helpful Hints…
	1. Use words, terms, and ideas at the level of a 12 year old!
	2. Share your passion/commitment to the project
	3. Give it a connection to how YOUR WORK changes people’s lives