

# How to Give Your Elevator Pitch a Health Checkup

## Leadership Team Exercise 1 and Customer Discussion Exercise 2

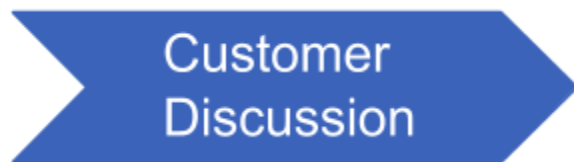
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Your elevator pitch Tune-up consists of three exercises.

1. **Leader Team Baseline.** The first exercise provides a baseline summary view of your current company elevator pitch and how well your team knows it. If, after exercise 1 is complete, you feel like your team is all using the same pitch and you are happy with it, no further work is needed. If you feel there is room for improvement move on to exercise number 2.
2. **Customer Discussion.** The second exercise gives your team the opportunity to speak with your customers and understand how well



Exercise 1



Exercise 2

### Access Exercise Packets

The contents for each packet include:

- Exercise 1 instructions + template
- Exercise 2 instructions + template
- Exercise 3 instructions + template
- Team Email template
- Thank you email and next steps
- Customer Discussion Guidance
- Invite for Elevator Pitch Tune-Up

## Leadership Team Exercise 1 - Internal Survey

Directions: Ask your team to write your company's elevator pitch into each row below. Give each participant 1-2 minutes to complete the exercise. Participants should not feel compelled to edit their pitch. Participants should be encouraged to leave a blank space if they do not know the pitch or are uncomfortable writing their pitch. No names of individuals are attached to each row to encourage honest input and an objective review of the information not the people.

Intended Outcome:

1. Validate your team knows the company's elevator pitch
2. Compare elevator pitch entries to understand how consistently your story is being told
3. Identify actions needed, if necessary, to create and use a consistent story. See exercise number 2 below

Exercise Time Commitment:

Approximately 15-20 minutes. 5 minutes to post and share, 1-2 minutes to complete exercise, 10-12 minutes to review results. Set aside more time for team discussion as your schedule permits.

Pro-tip:

Place the document in a shared folder, so everyone can view the responses together. Disable author-tracking, if installed, to help keep input anonymous.

## Team Exercise 1 - Internal Survey Elevator Pitch

<b>1</b>	Insert your elevator pitch
<b>2</b>	Insert your elevator pitch
<b>3</b>	Insert your elevator pitch
<b>4</b>	Insert your elevator pitch
<b>5</b>	Insert your elevator pitch
<b>6</b>	Insert your elevator pitch
<b>7</b>	Insert your elevator pitch
<b>8</b>	Insert your elevator pitch
<b>9</b>	Insert your elevator pitch
<b>10</b>	Insert your elevator pitch

## Individual Exercise 2 - Customer Discussion

Directions: Insert customer responses into each row below. Use one sheet for each customer. Your team can create separate documents or use one document to create the final responses for review. Add more rows as necessary to capture relevant information.

Intended Outcome:

1. Understand your customer's perception of your company's core message.
2. Compare your customer's perception with your elevator pitch entries to understand how consistently your story is being told
3. Identify actions needed, if necessary, to create and use a consistent story.

Exercise Time Commitment:

Approximately 30 minutes total. 10 - 15 minutes for each customer, 5 minutes to post and share, 1-2 minutes to complete exercise, 10 minutes to review results. Set aside more time for team discussion as your schedule permits.

Pro-tip:

Place the document in a shared folder, so everyone can view the responses together. Disable author-tracking, if installed, to help keep input anonymous.

## Individual Exercise 2 - Customer Discussion Questions

	Question	Customer Response
<b>1</b>	Why did you buy from us?	Input customer response #1
<b>2</b>	What problem did we solve for you?	Input customer response #1
<b>3</b>	What do you like most about our product?	Input customer response #1
<b>4</b>	What do you like least about our product?	Input customer response #1
<b>5</b>	How does working with us make you feel?	Input customer response #1