

## Elevator Speech Handout

## Creating Your CPLP Elevator Speech Activity

An “elevator speech” is a term taken from the early days of the Internet explosion when Web development companies needed venture capital. Your elevator speech is meant to describe what you as a workplace learning and performance (WLP) professional and/or CPLP can provide to organizations and individuals to achieve defined goals. The best pitches are those that could be given in the time it takes one to ride in an elevator—30 seconds to one or two minutes.

### Directions

1. Use the worksheet to brainstorm your perspective of the value you can provide to an organization as a WLP professional and the benefits of you earning the CPLP credential
2. Record your ideas and create your one-minute CPLP elevator speech in the space provided.

<p>Defining Your Benefits as a WLP Professional</p>	<p>Before you can convince anyone else of your proposition, you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve, and what benefits you can bring to the organization, your employer, and prospective contacts.</p> <p>Take a few minutes to answer the following questions about yourself:</p> <ol style="list-style-type: none"><li>1. What are your key strengths as a WLP professional and/or a CPLP?</li> <li>2. What adjectives come to mind to describe your skills?</li> <li>3. What do you want others to know about you as a WLP professional and/or a CPLP?</li></ol>
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WLP Professional and/or CPLP Speech	
Outlining Your Speech	<p>Start with a bulleted list of a few notes that you want to say related to each of the questions below.</p> <ol style="list-style-type: none"><li>1. What do I offer to organizations as a WLP professional and/or a CPLP?</li> <li>2. What types of problems do I help to solve?</li> <li>3. What are the main contributions I make as a WLP professional and/or a CPLP?</li></ol>
Finalizing Your Speech	<p>Use the notes you created in the previous sections to:</p> <ol style="list-style-type: none"><li>1. Write a sentence about each note.</li><li>2. Take each of the sentences and connect them together with additional phrases to make them flow.</li><li>3. Go through what you have written and change the wording into everyday language and cut out unnecessary words.</li><li>4. Finalize your speech (approximately 120 words or less).</li></ol>

