

Creating an Elevator Speech

An elevator speech is a quick (30 seconds or less — roughly the time it would take to ride in an elevator with someone) introduction that provides basic information about your developing honor society. It typically includes your developing honor society's value proposition as well as personal information about why you are a member.

Developing honor societies should work with volunteers to create their own elevator speech so that they can speak comfortably with potential candidates about their developing honor society and their membership experience.

Step 1: Write an introduction.

This includes the name of the school and developing honor society and who you are in relation to that group.

“Hello! My name is Jane Doe, and I’m currently serving as secretary for XYZ Honor Society at the XYZ University.”

Step 2: Include the developing honor society’s value proposition.

Your value proposition is a short, clear statement of the concrete results a potential member will get from investing in your developing honor society. A strong value proposition speaks directly to your target audience and creates interest so that your prospects ask questions and want to learn more. Utilize the “Developing a Value Proposition Worksheet” in the developing honor society guide to draft this statement.

“The honor society celebrates excellence in nursing, and we have been active locally since XXXX. We offer our members support throughout their entire nursing career by offering continuing education, leadership development, and service activities. We connect nurses across specialty areas and workplaces, which strengthens the nursing community locally as well as globally. Thanks to the connections I’ve made through the developing honor society, I have a network of peers and mentors I can rely on whenever I need help. They have helped me get to where I am today.”

Step 3: Develop an invitation to action.

Your value proposition statement should have conveyed the value your developing honor society can bring to the person you’re talking to in such a way that he or she is compelled to take action. This could be attending an upcoming recruitment event, providing contact information, or submitting an application to join if he or she is a Nurse Leader.

“We’re hosting a program on [XYZ nursing topic] next week; you should come.”

Step 4: Combine the content from steps 1 through 3.

Your introduction, value proposition, and invitation to action should be joined to develop your speech. The resulting paragraph should take approximately 30 seconds to read.

Step 5: Practice!

Practice your speech often, so that you are confident utilizing it in social and professional settings.