

# Developing an Elevator Pitch



An “elevator pitch” or “elevator speech” is a term used to describe a carefully planned promotional speech that could be given at a moment’s notice in about the same amount of time it might take you to go up an elevator, or about 90 seconds.

## **Instructions:**

Spend a few minutes by yourself, with a partner or small group discussing answers to the following questions regarding the benefits of worksite lactation support programs. Use your responses to develop a 90-second pitch.

What service are you proposing? \_\_\_\_\_

\_\_\_\_\_

What problem will it solve? \_\_\_\_\_

\_\_\_\_\_

What target group will it impact? \_\_\_\_\_

\_\_\_\_\_

How will the program improve the bottom line? \_\_\_\_\_

\_\_\_\_\_

What is the competitive advantage for providing this program? \_\_\_\_\_

\_\_\_\_\_

What are you asking the listener to do? \_\_\_\_\_

\_\_\_\_\_

How will you help? \_\_\_\_\_

\_\_\_\_\_

# SAMPLE ELEVATOR PITCH

Hi, my name is (*insert name*) and I represent the Northern Colorado Breastfeeding Coalition (NCBC). I would like to speak to you about the importance of workplace lactation support and a program available to help employers meet the needs of their breastfeeding employees. All major medical authorities recommend infants be breastfed at least through the first year. Yet, many moms don't meet their breastfeeding goals. The Centers for Disease Control and Prevention (CDC) has identified returning to work as a major reason why many women stop breastfeeding.

Workplace lactation support programs are a win-win for employers and their employees. Studies have shown a \$3 return for every \$1 invested in these programs. Keep in mind that the needs of the breastfeeding employee are simple and don't usually require a large investment. Breastfeeding mothers need a private place to express milk, flexible work schedules to allow time for expressing milk 2-3 times a day and a safe place to store expressed milk.

To bring awareness to the importance of lactation support, the Northern Colorado Breastfeeding Coalition is working to recognize businesses that support breastfeeding employees. Trained volunteers can help your business establish or improve lactation support benefits and also become recognized as a *Northern Colorado Breastfeeding Friendly Worksite*. Recognized businesses are posted on the coalition's website and will be highlighted on social media. We can do a worksite visit to help find a suitable space, and educate staff. Can we set up a time to meet to discuss how we might help your business? or would you like me to send you some additional information about written policies and mothers' needs when returning to work?

Thank you for your time and I look forward to working with you.