Unite, Inspire, Lead
Our Students, Our Union, Our Future

“Tell Me About Yourself:” Act as a Political Advocate Every Time You Introduce Yourself

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• NEA Strategic Goal
  ▪ Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  ▪ Example: Early Career Educators
  ▪ Example: Every Student Succeeds Act (ESSA)
NEA Leadership Competency: ADVOCACY

- NEA Leadership Competency Progression levels: Foundational, Mobilizing & Power-Building, Agenda-Driving

- NEA Leadership Competency themes: Leverages advocacy, leads public education policy reform and acts as a political advocate
Overview

• **What** an elevator speech is
• **Why** you need one
• **How** to craft one
• **Share and refine** your elevator pitch
What an elevator pitch is

- One-minute response to:
  - What do you do?
  - Tell me about yourself.
- Conversation starter not a deal closer
- Not a static speech; should be researched, rehearsed, and regularly reworked
Why you need one

• To be strategic when introducing yourself
  – At work to colleagues or clients
  – At networking events
  – In social situations
• To feel more confident, less awkward
• To engage listeners and be memorable
How to craft one: Step 1

Describe yourself as a solution to a problem

- Use plain English (not your title or jargon)
- Use strong verbs (avoid “help”)
- Set yourself apart (go big or go home)
How to craft one: Step 2

Share an anecdote

• Should explain why you love doing what you do or why you are particularly good at it
• Draw from your “signature stories”
• Can be from long ago or a recent success
• Use a few specific details to make it memorable
How to craft one: Step 3

- Depends on the contest
- Listen and learn

Ask a question
Share and refine your elevator pitch

1. What you do
   (not your title, but how you solve a problem)

2. Why you do it
   (include an anecdote)

3. Ask a question
   (start a dialogue)
Review

• **What** an elevator speech is
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• Please complete the evaluation for this breakout session
• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment
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