

# **Instrument 15: Elevator Speech Assignment**

## **A Breakthrough Series Collaborative for Engaging Fathers and Paternal Relatives in Child Welfare**

The purpose of the “elevator speech” activity is to help improvement teams think about how they will talk about the work they are doing in the Breakthrough Series Collaborative (BSC) with other stakeholders. Having prepared language will allow them to effectively communicate with others about the goals of the BSC, and can help teams get increased buy-in from others who can potentially help impact system change.

The elevator speech activity is included as an affinity group activity at a learning session. The Fathers and Continuous Learning in Child Welfare (FCL) project team will also use the written documentation from this assignment to describe the BSC implementation process in the pilot study.

The estimated public reporting burden for this collection of information is an average of thirty minutes per participant. This information is voluntary and all responses collected will be kept private to the extent permitted by law.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is 0970-0531 and the expiration date is 07/31/2022.

# ELEVATOR SPEECH TEMPLATE

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| <b>Who is the primary audience for THIS Elevator Speech?</b>  |  |
| <b>The Hook</b><br><i>Why is your initiative important? What does your audience value?</i>  |  |
| <b>The Problem(s)</b><br><i>What is the problem you are trying to solve or address with this work?</i>  |  |
| <b>The Solutions</b><br><i>How does your work in this project address the problem(s)? Consider all of the strategies you've tested and include data and stories of success.</i> |  |
| <b>The Ask(s)</b><br><i>What do you want or need from your audience or for your audience to do to help?</i>   |  |
| <b>Next Steps</b><br><i>What are your next priorities and goals? How will you follow up? How can your audience learn more?</i>  |  |