

# Telling Others What We Do: Creating an Elevator Pitch

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# What is an elevator pitch?

Clear, brief message or “commercial” about you

It communicates **who** you are, **what you're looking for** and how you can **benefit** a stakeholder, company or organization.



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# Why have an elevator pitch?

- Explains your role to others
- Establishes trust
- Establishes rapport
- Manages expectations



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Think about what you are pitching. Is it newborn screening or short-term follow up?

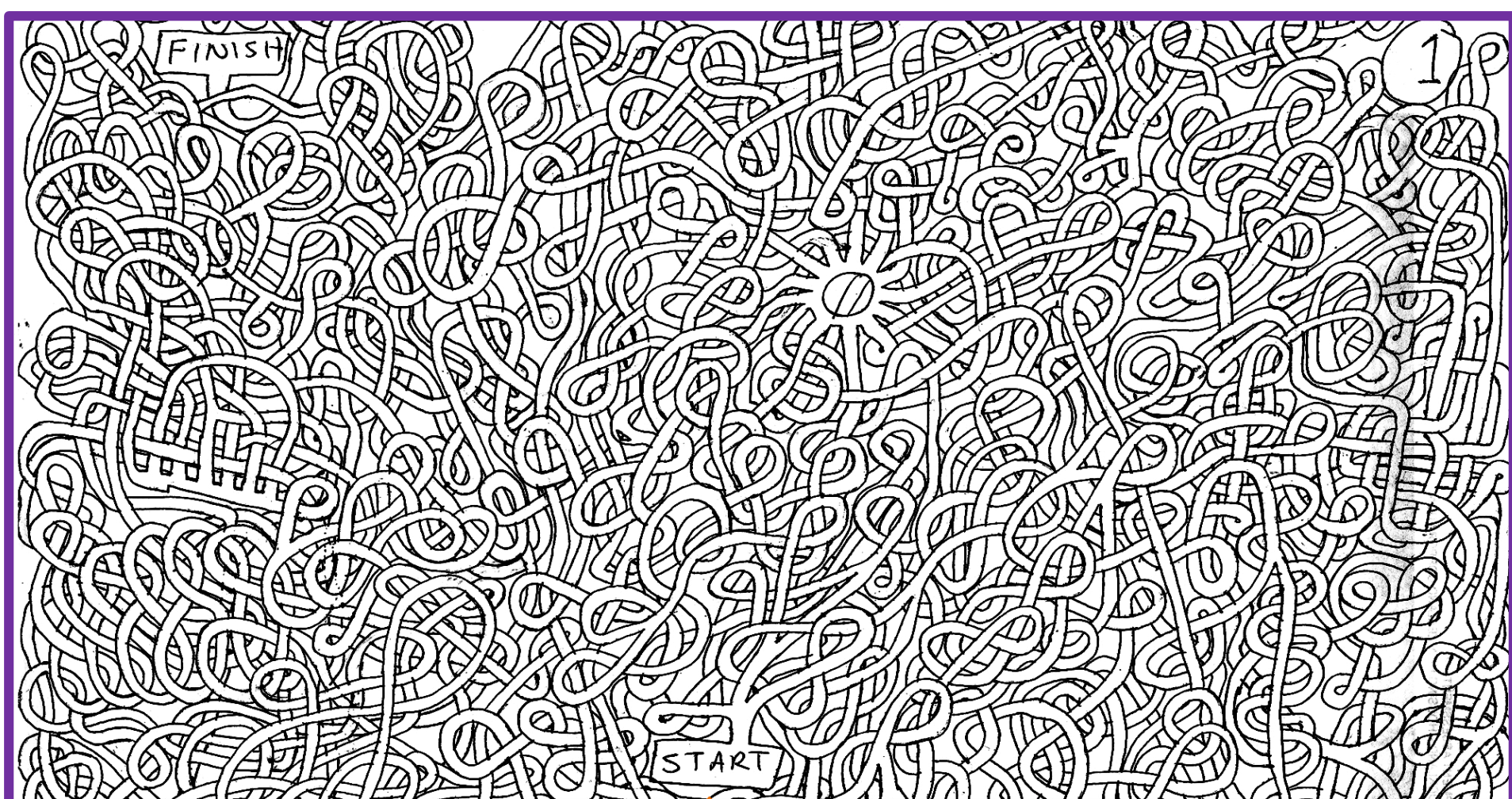
Today we are going to pitch

# Short-Term Follow Up



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**Carol's Epiphany**

# Step 1: Explain your Role

Write down your explanation of what short-term follow up is.

What do you do?

For whom?

Why?

Another approach is to 10-20 action statements



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**So... Just one?**

Your statements should be based on the needs of your audience so you will have several different pitches/statements.

We'll work on just one today.



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# Step 2: Identify Your Audience(s)

Take a few minutes and make a list of your potential audiences.

Who needs to know what you do? Why?

Let's share our lists.



# Carol's List of Stakeholders

- Expectant Parents and Family Members (include community birth parents)
- General Public (some places she goes – libraries, service organizations like Rotary Club)
- Childbirth Educators, Doula's
- Kids/Families - Schools (Students)
- PCPs
- Midwives
- Specialists
- Administrators (hospitals, department, etc.)
- Directors (Dept. Public Health; Public Health Lab)
- Hospital Associations
- Legislators



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# Other Groups Who Came Up During Our Discussion

- Human Resources
- IT
- Liaisons
- Advisory Committee(s)
- Nurses at PCP Offices
- Other NBS Program Personnel



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An elevator pitch is important because it communicates the **most important aspects** of your services in a short amount of time.



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# Step 3: Identify “Most Important” Aspects for Your Audience

Go back to your list of Audiences . . .


How does your role **help** this audience?

Let’s share our lists.



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An elevator pitch is a brief, persuasive speech used spark interest about you or your role.



It should last no longer than a short elevator ride

**20 to 30  
seconds!**



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# Practice Time

Write your elevator pitch.

Tell us who your audience is.

Don't forget your name



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# Carol's Pitch

## Audience is Legislators

My name is Carol Johnson and I get to work in a program that saves babies' lives! Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders. These families are you constituents. Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death. My role as a follow-up specialist is to get critical information to the baby's primary care provider or directly to the family so they can connect to the services they need to help improve the life of their baby. I do follow-up for all babies who have an abnormal screen so no baby falls through the cracks. To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)



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# Carol's Pitch

## Audience is Legislators

name

**My name is Carol Johnson** and I get to work in a program that saves babies' lives! Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders. These families are you constituents. Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death. My role as a follow-up specialist is to get critical information to the baby's primary care provider or directly to the family so they can connect to the services they need to help improve the life of their baby. I do follow-up for all babies who have an abnormal screen so no baby falls through the cracks. To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)



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My name is Carol Johnson and I get to work in a program that **saves babies' lives!** Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders. **These families are you constituents.** Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death. My role as a follow-up specialist is to get critical information to the baby's primary care provider or directly to the family so they can connect to the services they need to help improve the life of their baby. I do follow-up for all babies who have an abnormal screen so no baby falls through the cracks. To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)

Why  
important  
to  
audience

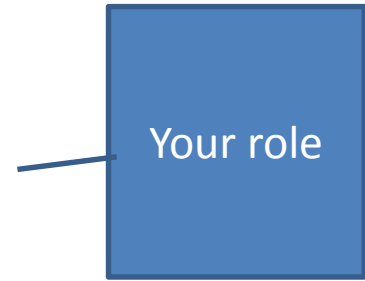


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My name is Carol Johnson and I get to work in a program that saves babies' lives! Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders. These families are you constituents. Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death. **My role as a follow-up specialist is to get critical information to the baby's primary care provider or directly to the family** so they can connect to the services they need to help improve the life of their baby. I do follow-up for all babies who have an abnormal screen so no baby falls through the cracks. To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)



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My name is Carol Johnson and I get to work in a program that saves babies' lives! Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders. These families are your constituents. Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death.

My role as a follow-up specialist is to **get critical information to the baby's primary care provider or directly to the family so they can connect to the services they need to help improve the life of their baby.** I do follow-up for all babies who have an abnormal screen so no baby falls through the cracks. To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)

Managing expectations  
(may not quite be there)



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My name is Carol Johnson and **I get to work** in a program that saves babies' lives! Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders. These families are you constituents. Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death. My role as a follow-up specialist is to get critical information to the baby's primary care provider or directly to the family so they can connect to the services they need to help improve the life of their baby. I do follow-up for all babies who have an abnormal screen **so no baby falls through the cracks**. To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)

Establish trust



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# Practice Time



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# How Do We Motivate People?

[http://www.ted.com/talks/lang/en/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/lang/en/simon_sinek_how_great_leaders_inspire_action.html)



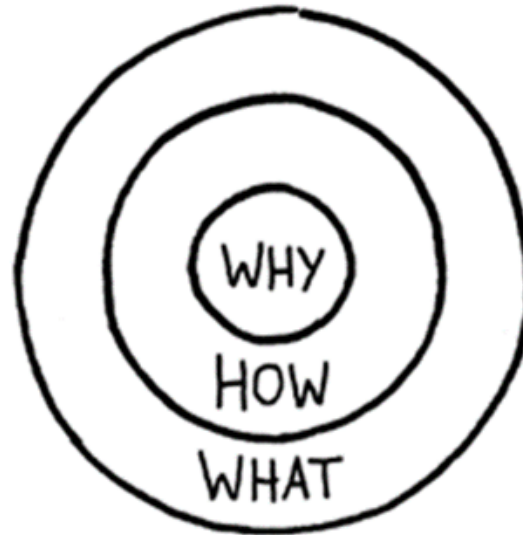
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Want to motivate people?

Start With a **Why**.

# Step 4: Ordering the Information so You Start with a “Why”



1. **Why** we do this
2. **How** we do this
3. **What** we do and what we are asking of you



# Carol's Pitch - Audience is Legislators

My name is Carol Johnson and I get to work in a program that saves babies' lives!  
Newborn Screening is a public health initiative where babies born in the state are screened for a variety of disorders.

## Why

These families are you constituents. Newborn screening could find disorders where action needs to happen very quickly to avoid permanent disability or death. My role as a follow-up specialist is to get critical information to the baby's primary care provider or directly to the family so they can connect to the services they need to help improve the life of their baby.

## How

I do follow-up for all babies who have an abnormal screen so no baby falls through the cracks.

## What

To do this work we need enough staff and we need to be able to work weekends to contact these families. We need your support . . . . . (pass legislation, support funding, etc.)



# Practice Time – Take 2

Share your revised elevator pitch with the group



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- Include your name
- Establishes trust
- Establishes rapport
- Manages expectations
- Followed Why, How, What



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# A few Elevator Pitches from Others



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# *Target Audience is the DBS Collection teams/persons*

## Why

Hi, my name is Shawn Manos and you and I save lives through newborn screening. All of us acting quickly allows us to find these babies within 7 days of life so that they can get the care they need and live long healthy lives. Thank you for your role in this process.

## How

My role is to help you with anything you need in gathering newborn screens and getting those results to us for testing within 3 days of a baby's life. My team is here to help you. If there is something in the newborn screening process that needs additional attention, I am happy to provide you (and your team/staff) the tools and resources you need.

## What

If you have any questions or need anything, please do not hesitate to contact me or my staff. Our goal is to work with you to ensure every baby born under your care and all your families going through the birthing process have the proper information and resources to make the best informed decisions regarding their newborn screening.

# *Target Audience is Primary Care Provider*

## Why

Hi I'm Ashley Comer and I provide next steps and recommendations for your patients following a newborn screen result. My goal is to work closely with you to ensure all your patients lead healthy lives and get the care they need quickly following an abnormal test result.

## How

Our group works 365 days for a year because babies are born everyday. Working every day allows all your patients the same benefit from newborn screening.

## What

When I reach out to you on weekends and holidays, please follow my recommendations. When I call, my recommendation is based on a protocol developed by specialists at UIHC. I know time off is precious but we only reach out to providers on holidays and weekends when it is a time critical result – an abnormal screen that requires immediate attention. What can I do to reach you when we have a time critical result for one of your patients?

# *Target Audience is General Public*

## Why

My name is Michelle Black and I get to work in newborn screening. I do this to help families that have babies that look healthy but might otherwise be ill.

## How

I call doctors, midwives, nurses and NICUs with information when an abnormal screen is found. We provide time critical information to help make decisions in care.

## What

You can help by letting your friends and family know it is important to know the results of a newborn screen. No news is not always good news.