

1. The “why”

Complete one of these two phrases:

1. I am passionate about... 2. I believe...

2. The “how”

Continue your *elevator speech* with a transition like:

...I accomplish this by...

3. The “what”

And finish your speech with concrete details about yourself like the examples below.

The “Why” verbs:

- Empower
- Capitalize
- Optimize
- Assure
- Maximize
- Protect
- Consolidate
- Project
- Transform
- Promote
- Position
- Solidify
- Monetize
- Guarantee
- Channel
- Humanize
- Enrich

The “How” verbs:

- Supervise
- Create
- Monitor
- Design
- Develop
- Provide
- Negotiate
- Offer
- Maintain
- Execute
- Coordinate
- Facilitate
- Guide
- Administer
- Manage
- Analyze
- Establish

Examples of the “What”:

- Your name
- Your company and division
- What you studied and at what university
- Where you are from
- Your location (“You can find me on the 14th floor...”)