



ELEVATOR SPEECH
TRAINING

Elevate with Marc How You Communicate – In Just One Hour.

Endorsed by 75+ CEOs, Executive Directors, and Presidents

“In just an hour, Marc helped me distill complex institutional language.”

Joshua David, Co-Founder, The High Line

“Marc is an exceptional coach who knows exactly what he is doing.”

Ryan Myers-Johnson, Executive Director,
Sidewalk Detroit

“Marc’s training was like hitting a restart button.”

Gladys Limon, Executive Director, California Environmental Justice Alliance

“In just one hour, Marc made me more confident in my messaging.”

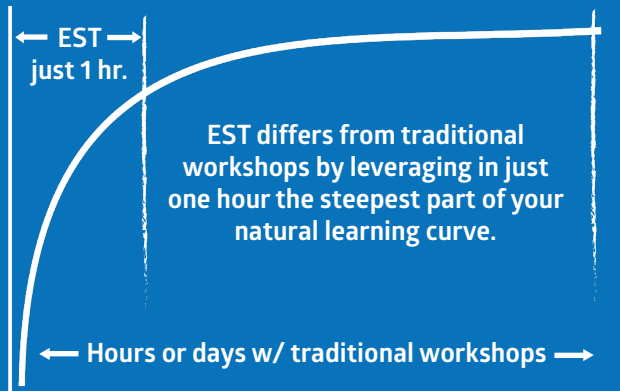
Trude Rauken, Interim Executive Director, Carbon Neutral Cities Alliance

Browse more than 250+ testimonials at www.est.io/testimonials

Our Secret Sauce

REQUIRING JUST ONE HOUR

Marc’s secret sauce is an eight-step approach that you can master in just one or two 60-minute video call training sessions. The Elevator Speech Framework enables you to avoid the most common pitching mistakes when expressing your ideas, for example, when you communicate with potential funders or employers.



www.est.io info@est.io (305) 604-9500

HOW WE WORK



ELEVATOR SPEECH
— TRAINING —

Preparation - Process - Outcomes - Takeaways

The course lasts just 60 minutes.

Our secret sauce is an 8-step approach that clients can master in just one 60-minute video call training session. Called the “Elevator Speech Framework,” it enables you to immediately start avoiding the most common pitching mistakes.

Specific training outcomes include:

1. Describing your work in one jargon-free and compelling sentence
2. Conveying the critical importance of what you do
3. Differentiating yourself from others
4. Instilling confidence and trust
5. Showing the right amount of emotion
6. Being crystal-clear about what actions listeners should take

You will also learn how to use the “power of pausing,” and how to, once and for all, get rid of filler words like “um” and “you know.”

Clients prepare for the training with three steps:

1. Identifying the most relevant communications scenario
2. Defining what you want your audience to do
3. Filling in the blanks in the Elevator Speech Framework

Each training session is customized based on:

- Research on the client’s work and background
- Materials sent by the client ahead of the session
- Our experience from prior work within the client’s organization or industry

All training sessions are by video call, one-on-one, and confidential. They are conducted by Marc Fest, CEO and founder of EST. Your 60-minute training session includes:

- Applying the framework to concrete scenarios
- Roll-playing with immediate feedback
- Analysis of your core messages
- Workshopping new approaches
- Tips and tricks for optimizing Zoom

You will receive a follow-up email with important takeaways within three hours of completing your session. It includes:

- The recorded audio of your entire training session, including a machine transcript so you can easily revisit any part of your learning experience.
- A list of critical takeaways specific to you and your session
- A private download link for audio and video recorded during the session so you can easily retrace your learning process
- A link for permanent access to the latest version of the Elevator Speech Framework
- An invitation to submit another iteration of your narrative for feedback by email

Organizations that enroll multiple staff members receive messaging recommendations based on the combined insights from all individual sessions. This includes advice on:

- Messaging regarding the organization’s unique selling point
- Jargon-free articulation of the organization’s mission
- Stories to best illustrate organizational differentiation within its industry

Enrolling a large cohort of training participants (for example, a foundation’s grantee nonprofit partners) is easy. We provide a template for inviting a group with just one email containing information about the training and a signup link.

We also provide a project dashboard to clients that enroll large training groups to make it easy to track progress. The project dashboard contains information about who has scheduled and completed their session, and qualitative and quantitative feedback given by training participants.

For more information, please email us at info@est.io.

TESTIMONIALS FROM LEADERS



“I thought I was a good quick pitch but Marc made me better.”

Robert Hammond, Executive Director
The High Line

“I wish every community organizer in America could have this one hour training. We would go a long way toward changing this country.”

Madeline Janis, Executive Director
Jobs to Move America

“If only all my one-hour meetings were so productive!”

Priya Jayachandran, CEO
National Housing Trust

“In a short hour I went from a decent pitch to a targeted, clear, well focused ask.”

Joshua Ginsberg, President
Cary Institute of Ecosystem Studies

“I had no idea so much could be done in just one hour, total game-changing work!”

Heather Ferguson, Executive Director
Common Cause New Mexico

“This one hour session was more impactful for me than the hours, days, weeks that I have spent in other communications trainings.”

Dan Nissenbaum, CEO
Low Income Investment Fund

“This was the best bang for the buck in training I can recall — from just a couple of hours, I gained lots to act on both immediately and over the long term.”

Stephen Burrington, Executive Director
Groundwork USA

“This is seriously one of the best trainings I have ever received.”

Marielena Hincapie, Executive Director
National Immigration Law Center

“Every leader of a non-profit should take this training as it will dramatically improve their ability to talk about their organization.”

Eric Cohen, Executive Director
Immigrant Legal Resource Center

“Anyone could benefit from this training opportunity.”

Bob McFalls, Executive Director
Florida Philanthropic Network

“Elevator Speech Training is truly exceptional.”

Anne Evens, CEO
Elevate Energy

“I highly recommend this training.”

Jojo Annobil, Executive Director
Immigrant Justice Corps

“By the end of the hour, I felt prepared to create a more compelling upcoming presentation to a potential big funder.”

Megan Fluke, Executive Director
Green Foothills

“Marc’s insights are exceptionally productive in a very short amount of time.”

Kevin Cadette, Executive Director
Black Angels Miami

“Marc’s training was like hitting a re-start button on our usual framing.”

Gladys Limon, Executive Director
California Environmental Justice Alliance (CEJA)

“The early results have been amazing.”

Kathleen Rogers, President
Earth Day Network

“This one hour training helped me get out of my own way and hone in on the core essence of what people need to know to be able to say ‘yes.’”

Munro Richardson, Executive Director
Read Charlotte

“Marc’s training was very helpful in my continuing to improve and shape ways to present short effective messages about the Environmental Law & Policy Center’s strengths.”

Howard Learner, Executive Director
Environmental Law & Policy Center

More: www.est.io/testimonials

ABOUT MARC FEST

Founder, EST.io



ELEVATOR SPEECH
TRAINING

Creating frameworks for more effective communication has been a recurring theme throughout much of Marc Fest's professional life. Most recently, he developed the eight-step Elevator Speech Training Framework to help people express ideas more easily. Companies, NGOs, and governments worldwide also use his Message-House.org Framework to develop key messages and increase messaging discipline. In the late 90s, Marc created Quickbrowse, a Web-based software tool credited with the invention of "metabrowsing."

Before founding Elevator Speech Training (www.est.io), Marc served as vice president of communications for the John S. and James L. Knight Foundation, a foundation focused on media innovation. He served in the same capacity for the New World Symphony, an orchestral academy for gifted graduates of music conservatories. Helping others express themselves clearly is close to Marc's heart as he struggled with a speech impediment when he was a child. Today he lives at a remote farm in the Everglades near Key Largo, with his Belgian Shepherd dog Zeus, and an assortment of alligators, great blue herons, and raccoons.



Marc Fest

PRICE LIST / TERMS FOR TRAINING PACKAGES

Non-profit rate

\$400 / training session

Corporate rate

\$800 / training session

Expedited scheduling

Our current availability can be viewed at www.est.io/avail. If your situation is urgent, please contact us at www.est.io/contact regarding expedited appointments (includes weekends and evenings).

Each engagement includes:

- 1) Research to personalize the training
- 2) A one-hour training session
- 3) Follow-up such as email feedback on a script

We recommend to offer participants the option of a second one-hour session to solidify the outcome of the initial session.

Training Cancellation / No-Show Policy:

We understand that there are times when a training appointment must be re-scheduled due to work or family obligations. We kindly ask that trainees do so at least 24 hours in advance. Appointments are in high demand and this will give another person a training opportunity. Same-day cancellations and no-shows incur a \$100 fee (exceptions apply in case of emergencies).

PURCHASE TERMS

Training packages have to be pre-purchased. Purchased sessions remain redeemable for an agreed-upon period.

Questions? Please email contact@est.io or call (305) 604-9500

Payment Terms



There are two payment options for Elevator Speech Training packages:

OPTION 1 (packages of 1-19 sessions)

100% payment upfront for all training sessions

OPTION 2 (packages of 20 or more sessions)

50% upfront and 50% when half of all sessions of a training package are completed.

EXPLANATION

We require upfront payments because Elevator Speech Training, from a business point of view, is a bit like an airline.

When a training package gets deployed, participants immediately book their “seats” (i.e., a training session at a specific time) which then cannot be sold to somebody else.

Additionally, with many training cohorts, often several months of our training inventory become blocked all at once. Also, participants can rebook their flights (i.e., sessions) as needed.

Our payment terms make it possible to accommodate participants who rebook their session multiple times and take longer than originally planned to finish their training.

In sum, the payment terms enable us to give participants maximum convenience and control regarding their training sessions, and to give ourselves predictability in terms of cash flow and the business operation.