



ELEVATOR SPEECH
TRAINING BY VIDEO CALL

Elevate how you communicate.

In challenging times, communicating well is more important than ever.

Elevator Speech Training is a 501(c)(3) project of NEO Philanthropy

What We Do

We help leaders and changemakers communicate successfully in situations that are important to them. Our coaching has always been exclusively by video call. All you need is a computer and a quiet place. You can train from your home, your office, or anywhere.

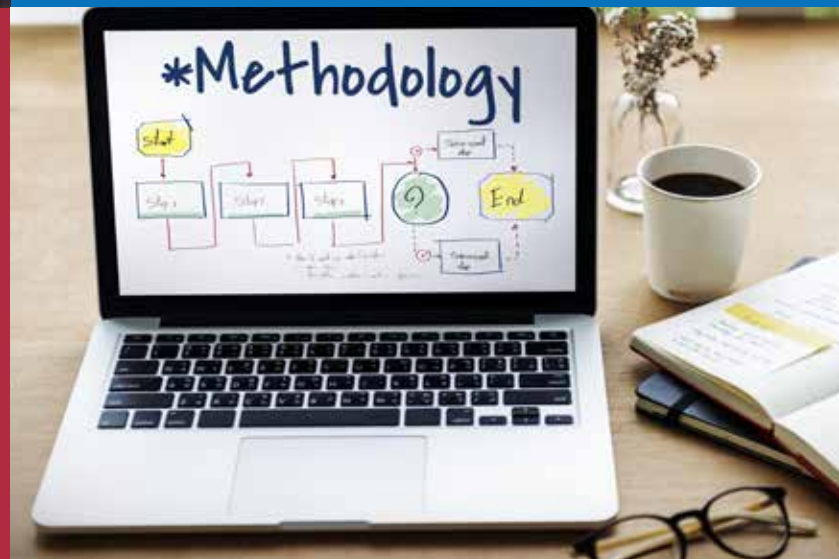


We Help You

- Speak effectively.
- Prepare for interviews.
- Think out loud together.
- Test-drive new messages.
- Benefit from empathic feedback.

We have a Framework

Our Elevator Speech Framework informs every coaching session with nine powerful steps for a methodical approach to sharpening your narrative. Get the framework at eltr.cc/framework.



TRAINING DURING TIMES OF CRISIS



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“As I was struggling with stress and lack of concentration amidst the rapidly changing public health situation, the training brought my mental focus back on the purpose of my work.”

Sayuri Romei, Public Policy Fellow, Wilson Center

“I know it feels like it’s impossible to prioritize this training in our new reality. But in my humble opinion, it is important now more than ever.”

Roshni Melia, Program Consultant, Media Impact Funders

“I’ve been feeling a bit overwhelmed by all the changes due to Coronavirus. But I’m so glad that I didn’t reschedule. The training ended up being one of the high points of my day!”

Valerie Newsome Garcia, Assistant Professor, Morehouse School of Medicine

“With the coaching, we pivoted to develop a stronger story for our new, virtual house parties that allow us to continue our fund raising.”

Sara Sinaiko, Director of Development, Fair Food Program

“I found it very helpful to practice my elevator pitch with Marc while working from home during COVID-19 social distancing.”

Elizabeth Threlkeld, South Asia Program Deputy Director and Fellow, Stimson Center

“It was important to me to keep my elevator speech training session with Marc during this pandemic, as now more than ever it’s critical to be able to express mine and my organization’s value.”

Sabira De Piero, Executive Producer, Media Impact Funders

“Despite facing the everyday stress of the Coronavirus pandemic, I found Marc’s elevator pitch training to be incredibly useful.”

Jamie Withorne, Research Assistant, James Martin Center for Nonproliferation Studies

“Even given all of the anxiety and uncertainty surrounding COVID-19, the training helped me focus on how important my work is.”

Natalia Slavney, Research Assistant, Stimson Center

“I participated in the training in the midst of a plethora of daunting challenges caused by the coronavirus pandemic, and am pleased to report that the training was well worth the time.”

Chandra Jackson, Investigator/Epidemiologist, National Institute of Environmental Health Sciences (JPB EH program)

“In the midst of this pandemic chaos, working with Marc was a breath of fresh air.”

Katherine Dickinson, Assistant Professor, Department of Environmental and Occupational Health, Colorado School of Public Health

WHY CLIENTS LIKE IT



“My grantees loved this training, and the rollout was very easy.”

Gerri Mannion, Director, Strengthening Democracy Program,
Carnegie Corporation of New York

CLIENTS



BASICS: _____

▶ **IT'S EASY TO ROLL OUT**

Deploying the training requires just one group email to your grantees (you will receive a boilerplate template).

▶ **IT'S ESSENTIAL**

We train your grantees to succeed when they have to speak persuasively but keep it brief. It's a skill that is more important than ever.

▶ **IT'S IMPACTFUL**

80% of participants have rated the training "extremely useful" and 20% "very useful." Just one or two sessions enable participants to transform how they talk about their work.

▶ **IT'S DIFFERENT**

We are unique in that we coach by video call only. Participants only need a computer and a quiet place. All sessions are one-on-one.

▶ **IT'S COST-EFFICIENT**

Each training includes three elements: 1) research about the trainee to customize the session, 2) one hour of coaching, and 3) follow-up.

TESTIMONIALS: _____

“I found it to be extremely useful.”
Diane Samuels, VP Talent & Human Resources, Ford Foundation

“One of the best trainings I ever had.”
Marielena Hincapie, Executive Director, National Immigration Law Center

“It's a brief but extremely useful session.”
Pavel Podvig, Senior Researcher, United Nations Institute for Disarmament Research

“The training was very personalized.”
Michelle Dover, Program Director, Ploughshares

“Marc really did his homework and the session was incredibly valuable.”
Cecili Thompson Williams, Executive Director, Beyond the Bomb

More: eltrain.com/testimonials

ABOUT THE TRAINING



Elevator Speech Training by video call helps professionals be persuasive in important, time-limited situations (for example, when they raise money, interview for a job, or talk about their project or organization).

The Covid-19 crisis will lead to an increase in demand for grant support, making it especially important to build the capacity of nonprofits to effectively make the case for their mission and work.

Here's the problem: Most nonprofit leaders never practice making a strong first impression even though that moment often decides whether a door will open for them—or remain closed. Our solution is offering the coaching by video call to make it more accessible. All you need is a computer and a quiet place. The training is convenient, one-on-one, and personalized based on your work. Participants also find it fun, which is especially important in these times of heightened stress and anxiety. You can review trainee testimonials that speak to this at www.elevatorspeechtraining.com/testimonials.



We conduct all training by video call

Trainees dramatically improve their pitches in just a couple of sessions. 80 percent of them rate their training “extremely useful” and 20% “very useful.”

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At the core of each training session are multiple iterations of role-play exercises. Each exercise is premised on a realistic scenario with a clearly

defined audience and communications goal.

Trainees receive private links to the videos of all exercises for a session for their reference. They also receive a follow-up email with personalized key takeaways, video transcripts, an invitation to a feedback survey, and feedback on subsequent script and outline revisions.

Clients include businesses like Axel Springer, an international media company, but also foundations like Carnegie, Ford, JPB, and Knight.

Elevator Speech Training is operated by its founder, Marc Fest.

From 2007 to 2012, Marc was vice president of communications for the John S. and James L. Knight Foundation, the world's leading foundation focused on fostering informed and engaged communities.



Marc Fest, CEO
Elevator Speech Training



DEPLOY THE TRAINING WITH JUST A SINGLE GROUP EMAIL

- ▶ Deploying the training requires just one group email to your grantees. We take care of all other logistics.

Subject line: Sample Foundation training invitation (non-transferable)

Dear <name>,

I am writing to invite you to a brief training program that Sample Foundation is sponsoring for select grantees.

We expect that the Covid-19 crisis will lead to an increase in competition for grant support from foundations, making it even more valuable to optimize your capacity to make the case for the urgency of your mission and work. To help with this, we are offering a video-call-based, one-on-one training focused on developing a clear and compelling “elevator speech” that conveys the essence and importance of your work to audiences that are important to you, for example, future funders.

There is no need for set-up or an in-person meeting. All you need is a computer and a quiet place. Your coach will be Marc Fest, founder of Elevator Speech Training By Video Call and a former Vice President of Communications for the John S. and James L. Knight Foundation.

Please know that past participants of elevator speech training have reported that this coaching is the opposite of stressful. It is light-hearted, fun and emotionally supportive, which is especially important in these times of heightened stress levels. You can see trainee testimonials at www.elevatorspeechtraining.com/testimonials.

You will be eligible for two one-hour training sessions. You can optionally give your second session to a colleague.

Since we have purchased a limited number of training sessions, available on a first-come, first-served basis, I recommend you lock-in and schedule your session as soon as possible. Please note that this invitation is non-transferable.

To sign up and pick a date and time for your session, please visit www.elevatorspeechtraining.com/one-hour-session and on the checkout page enter “sample-1231” as the coupon code to reduce the price for the one-hour training session from \$400 to zero (please do not share this code with others).

If you have any questions, you can contact Marc Fest directly at marc@elevatorspeechtraining.com.

Sincerely, NAME

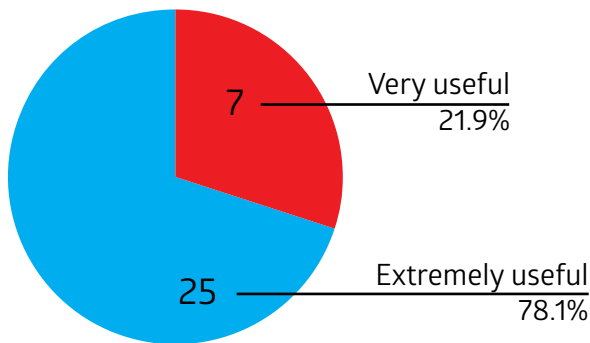
PROJECT DASHBOARD EXAMPLE



An online project dashboard will show you at a glance who has completed the training, what the feedback was, and how many training sessions remain.

DASHBOARD - SAMPLE FOUNDATION

Feedback overall



Status Snapshot

Of the **50** training sessions purchased, **36** have been completed, **13** are scheduled, and **1** remain.

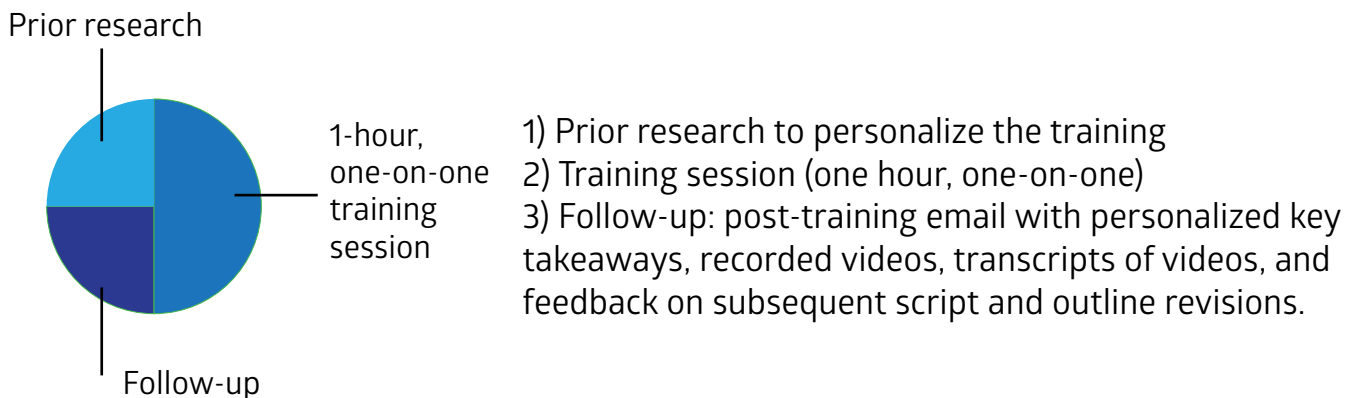
Trainee Status / Feedback Survey Responses

STATUS	NAME	EMAIL	RATING	WHAT I LIKED	WHAT COULD IMPROVE
DONE	Joe Doe	j.doe@gmail.com	Extremely useful	Practicing, seeing the video, getting feedback and opportunity to practice again.	If we could have the training done for more of our staff.
DONE	Jane Doe	jane.doe@gmail.com	Very useful	Putting together an outline and reviewing my recorded video	N/A, maybe more than one training!
SCHEDULED	Pete Mills	pmills@samplegroup.org			
SCHEDULED	Vera Smith	vera.smith@nonprofit.org		The suggestions to tell a story, make it more personal and reorder slides.	Maybe have a 15 minute follow up session to review the updated speech.

Cost per engagement

- ▶ **1-5 engagements: \$400**
- ▶ **6-19 engagements: \$375**
- ▶ **20 and more engagements: \$350**

Anatomy of an individual training engagement: Two hours for each participant



Training Cancellation / No-Show Policy:

We ask that clients reschedule or cancel appointments at least 24 hours in advance. In case of cancellations with less than 24 hours of notice or in case of no-shows, we will not be required to make up the appointment or issue a refund.

Purchase Terms

Training packages have to be pre-purchased for packages smaller than \$20,000. Purchased sessions remain redeemable for an agreed-upon period.

501(c)(3)

Elevator Speech Training has a 501(c)(3) arm as a fiscal sponsorship project of NEO Philanthropy, a New York-based 30-year-old nonprofit rated four stars by Charity Navigator.