



The word “pitch” often brings to mind a certain kind of person— like a salesman, entrepreneur, or politician—who is trying to talk you into giving them money.

In reality, “pitching,” is just a mindset to help you motivate someone to take some kind of action: try out a new service or product, volunteer for a good cause, give you a job...

The best way to pitch without feeling like a sleazy used car salesman is to reimagine your elevator *pitch* as an elevator *chat*— and to frame it with empathy and understanding for the person you’re talking to.

**Objective:** create a compelling, human-centered case for why *you* and your *idea* provide unique value.

## How to frame your elevator chat

1. Keep your goals in mind...
2. ... but focus on *their* goals.
3. Explain the unique value *you* can provide for them.
4. Explain the unique value *your idea* can provide for them.
5. **Ask questions, listen and empathize.**



## How to prepare for an elevator chat

1. **Do your research.** What motivates the other person? What are their values? What are their worries? What are they proud of?
2. Be ready to explain **why your idea is better than the alternatives.** There’s *always* an alternative— even if it’s “do nothing.”
3. **Be tenacious but gracious.** Confidence is key but no outcome is worth sacrificing the relationship.
4. Practice!