



LaVoieHealthScience
Strategic Communications

Thought Leadership Series

Creating Your Elevator Pitch

Win an opportunity with an excellent first impression

Creating Your Elevator Pitch

Pay attention now.

That's the subliminal message that you send and receive every day as you meet people. That you get from the best advertisements, the most user-friendly websites. In our world of information overload, increasing demands on time, and shorter attention spans, the first moments of any communication are the most important. The person who doesn't interest the listener in the first sentence may be tuned out by the second.

Whether you are planning for an upcoming business meeting or have a chance encounter with a potential client, it is important that you have an elevator pitch ready.

What is an elevator pitch?

An elevator pitch is a summary of a person's or a company's capabilities and accomplishments delivered in one minute, about the normal time of an elevator ride. It combines two of the most important skills of any business executive—selling and summarizing. It aims to make a positive and vivid impression to generate interest and produce action. It is the message you would print on the back of your business card.

What should an elevator pitch say? Who you are. What you do. How you do it. For whom you do it. The basic facts about yourself.

At the same time, the elevator pitch is not a canned speech focused only on you, but it is your outreach to another person. It starts with you but ends with someone else, and you should customize it to the person you are talking to.

What qualities should the elevator pitch have?

An elevator pitch should be authentic, expressing the real you. Succinct to keep your listener's attention. Focused on your listener's needs. Compelling so the listener will do something for you. Unique and memorable, to create the foundation for a future relationship.

How to create an elevator pitch?

Answer the who, what, how, and for whom questions and write them on a piece of paper. Then take out everything extraneous until you have a paragraph of fewer than 100 words.

Memorize the keywords. Practice delivering your pitch in different ways with your friends. Refine it. Then use it often to introduce yourself or your company.

Expand this skill at synthesizing and summarizing beyond the elevator pitch to other aspects of your business career. Learn to communicate your business proposal on one sheet of paper. Then distill it to one paragraph. Then one sentence. Describe your company in no more than five words. Whenever you think you've finished writing something, go through it and try to shorten it by 10%.

Now you've got their attention.

Example Pitches from Clients:

BioAxone BioSciences (boilerplate)

BioAxone is a clinical-stage biopharmaceutical company developing regenerative drugs for patients with Spinal Cord Injuries and other CNS malfunctions for which there are no treatments. Led by a team of scientists renowned for their work in axon regeneration and nerve signaling, BioAxone has a pioneering SCI drug candidate currently in Phase 2b/3 trials with Vertex, and is positioned to move other candidates for CCM and glaucoma into clinical trials. We are committed to rewiring cell function, offering transformative treatments and life-changing impact for patients.

BioAxone (one sentence)

We are committed to rewiring cell function, offering life-changing treatments for spinal cord and brain injuries.

BioAxone (five words)

Committed to rewiring cell function

LEO Pharma (boilerplate)

LEO Science and Technology Hub identifies and advances promising early-stage innovations and technologies that will improve the quality of life for patients with skin diseases. We are the independent, advanced R&D arm of LEO Pharma, a global healthcare company dedicated to helping people achieve healthy skin. We accelerate research through collaborations with the expectation to establish new companies. We do this because we are driven by our passion to improve the lives of people with skin diseases.

LEO Pharma (one sentence)

The LEO Science & Technology Hub acts as a catalyst to transform early-stage innovations into solutions for improving the lives of people with skin diseases.

LEO Pharma (five words)

Accelerating innovation in dermatology

What is your one paragraph description (also known as boilerplate) of your business proposal?

What is your one sentence version?

In five words?

Want to sharpen your pitch? Please contact:
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