

**Worksheet #1**  
**Creating the Elevator Speech**

1. Ask everyone in your organization (team and/or board of directors) to complete the following assignment.

*Imagine you have a new neighbor and they ask you where you work. What do you tell them about what your organization does?*

*To help them, ask them to:*

LIST three nouns and three verbs that describe the work of your organization

Write a sentence or two using those words to tell people what your organization is all about including these phrases.

You can use any of the following three "starters" to help you develop your message

We're the people who....

No one but no one can \_\_\_\_\_ as well as we do

We want to be seen as

**Analyzing the Results:**

If the majority of people have similar statements you can be confident that you have a strong brand message.

If the majority of people have similar statements and you are confident that it clearly reflects the mission of the organization, you can skip ahead and start writing your marketing plan.

If the majority of people have similar statements but you do not believe it accurately reflects the organization or if the sentences you received were all over the board, you want to proceed through the entire branding process to make sure your message accurately reflects the brand message you want to communicate to your target.

**NOTE: Do this exercise periodically throughout the branding process to measure progress on brand acceptance.**