



Developing an Elevator Pitch

An “elevator pitch” or “elevator speech” is a term used to describe a carefully planned promotional speech that could be given at a moment’s notice in about the same amount of time it might take you to go up an elevator, or about 90 seconds.

Instructions:

Spend a few minutes by yourself, with a partner or small group discussing answers to the following questions regarding the benefits of worksite lactation support programs. Use your responses to develop a 90-second pitch.

What service are you proposing? _____

What problem will it solve? _____

What target group will it impact? _____

How will the program improve the bottom line? _____

What is the competitive advantage for providing this program? _____

What are you asking the listener to do? _____

How will you help? _____

SAMPLE ELEVATOR PITCH

Hi, my name is *(insert name)* and I represent the *(name of coalition or organization)*. I would like to speak to you about the importance of workplace lactation support and a program available to help employers meet the needs of their breastfeeding employees. All major medical authorities recommend infants be breastfed at least through the first year. Yet, many of Missouri's moms don't meet their breastfeeding goals. The Centers for Disease Control and Prevention (CDC) has identified returning to work as a major reason why many women stop breastfeeding.

Workplace lactation support programs are a win-win for employers and their employees. Studies have shown a \$3 return for every \$1 invested in these programs. Keep in mind that the needs of the breastfeeding employee are simple and don't usually require a large investment. Breastfeeding mothers need a private place to express milk, flexible work schedules to allow time for expressing milk 2-3 times a day and a safe place to store expressed milk.

To bring awareness to the importance of lactation support, *(name of coalition or organization)* is working to recognize businesses that make an investment in lactation support. Our trained volunteers can help your business establish or improve lactation support benefits and also become recognized as a *Missouri Breastfeeding Friendly Worksite*. Recognized businesses are posted on the Missouri Breastfeeding Coalition website and will be highlighted in the media. We can do a worksite visit to help find a suitable space, work with supervisors to make flexible work schedules, and educate and train staff. Can we set up a time to meet to discuss how we might help your business? or Can I send you some additional information about written policies and mothers' needs when returning to work?

Thank you for your time and I look forward to working with you.