# One-Minute Elevator Speech Template

An elevator speech is a short, concise, and persuasive synopsis of your proposed project. It should be no more than one minute, or the time it takes to ride on an elevator. This template is designed to assist you in putting together your elevator speech.

**1**

**Introduction**
10 seconds

*Introduce yourself, your team, department, etc. Focus on credentials that are relevant to the project.*

**2**

**Problem**
15 seconds

*Provide an overview of the problem or root cause, who it impacts, and the harm or poor outcome that results.*

**3**

**Solution**
25 seconds

*Provide a brief overview of your proposed solution and how it will correct the identified problem or root cause.*

**4**

**Ask**
10 seconds

*Describe your ask or request of that person, which includes what you want them to do, the role you want them to play, as well as the resources needed to implement your solution.*