

# Building your P4EG elevator pitch

10 mins

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# What is an elevator pitch?

An elevator pitch is a brief, persuasive speech that we use to spark interest in what we do for the project. A good elevator pitch should last no longer than a short elevator ride of 25 to 30 seconds, hence the name. However, we will aim to make a 3-minute elevator pitch, since this is a targeted elevator pitch for the P4EG methodology.

It should be interesting, memorable and succinct. It also needs to explain what makes the P4EG unique.

P4EG elevator pitch is a way to share our expertise and credentials quickly and effectively with people who don't know it well.

# Four-step elevator pitch (3-minute)

1. **Identify your goal:** start by introducing the P4EG project and your role (10 seconds)
2. **Explain what we do:** Provide a summary of what the P4EG approach will do in the selected municipality (30-45 seconds)
3. **Communicate project's value:** what is our unique selling proposition for the municipality? Identify what makes the P4EG approach unique to the current challenges that the municipality is facing. I.e., what and how could the P4EG bring unique value to the municipality? (45 - 60 seconds)
4. **Explain what you want from the municipality team:** share the requests and how we would like to engage them in the process (15-30 seconds)
5. **Finish with a call to action**

# What Not to Say and Do During Your Elevator Speech

1. **Don't speak too fast.** Yes, you only have a short time to convey a lot of information. But don't try to fix this dilemma by speaking quickly. This will only make it hard for listeners to absorb your message.
2. **Avoid rambling.** This is why it's so important to practice your elevator speech. While you don't want to over-rehearse, and subsequently sound stilted, you also don't want to have unfocused or unclear sentences in your pitch or get off-track. Give the person you're talking to an opportunity to interject or respond.
3. **Don't frown, or speak in a monotone way.** Here's one of the downsides to rehearsing: it can leave you more focused on remembering the exact words you want to use, and less on how you're carrying yourself. Keep your energy level high, confident, and enthusiastic.
4. **Modulate your voice to keep listeners interested,** keep your facial expression friendly, and smile.
5. **Don't restrict yourself to a single elevator pitch.** Maybe you're interested in pursuing two fields — public relations and content strategy. Many of your communication skills will apply to both those fields, but you'll want to tailor your pitch depending on who you are speaking to. You may also want to have a more casual, personal pitch prepared for social settings.

# Identify your pitch target

This exercise is designed to help identify your pitch target based on checkpoints. Please answer the checkpoints and discuss which target group you would like to engage first. Note that the level of importance and urgency might be different (for example, the most important group could be funding partners to secure the sustainability of the project, while municipality engagement is most urgent to ensure success)

After discussion, please prioritise your targets from 1 to 4 (i.e, which group should the pitch target tat the moment).

Use the other templates to communicate with and pitch to the other target audiences.



**INTERNAL**  
**UNDP**  
**CO MGMT & COLLEAGUES**

- Engage in process at key points
- Regular check-ins
- Key milestone presentations
- Small group topic based discussions
- Learn and sharing



**CORE TEAM**  
**MUNICIPALITY**  
**MAYOR, DESIGNATED TEAM MEMBERS**

- Engage in process at key points
- Regular check-ins
- Key milestone presentations
- Providing insights and knowledge
- Makes key decisions

**Checkpoints**

- Is P4EG plan widely known among CO colleagues and management? **YES NO MAYBE**
- Do you have a good and timely knowledge of other UNDP initiatives in your working P4EG city and the topic? **YES NO MAYBE**
- Do you feel confident that P4EG plan is/will be mentioned by other CO colleagues while talking to key stakeholders? **YES NO MAYBE**

**Checkpoints**

- Is the P4EG plan widely known among municipality government including the mayor? **YES NO MAYBE**
- Do you have a good and timely check-in with the municipality team on the P4EG plan? **YES NO MAYBE**
- Do you feel confident that the value of the P4EG plan being communicated and considered to the municipality team? **YES NO MAYBE**



KEY PARTNER

# FUNDING PARTNER

DONOR, IFIS

- Formal engagement of external partners
- Communicate the outcomes and process of the portfolio journey
- Form shared intent and attract resources to the portfolio



KEY PARTNER

# COMMUNITY

ACADEMIA, CSOS, CITIZENS

- Both formal and informal arrangements based on relationships
- Communicate the outcomes and process of the portfolio journey
- Leverage community resources to socialize our narrative and create receptiveness to the approach

## Checkpoints

- Is the P4EG plan widely known among funding partners? **YES NO MAYBE**
- Do you have a good and compelling narrative to attract additional funding using the P4EG plan? **YES NO MAYBE**
- Do you feel confident that the value of the P4EG plan clearly being communicated and considered by funding partners? **YES NO MAYBE**

## Checkpoints

- Is the P4EG plan widely known among communities in the city? **YES NO MAYBE**
- Do you have good and timely interactions and engagement with the community? **YES NO MAYBE**
- Do you feel confident that the value of the P4EG plan being communicated and considered to community members? **YES NO MAYBE**