

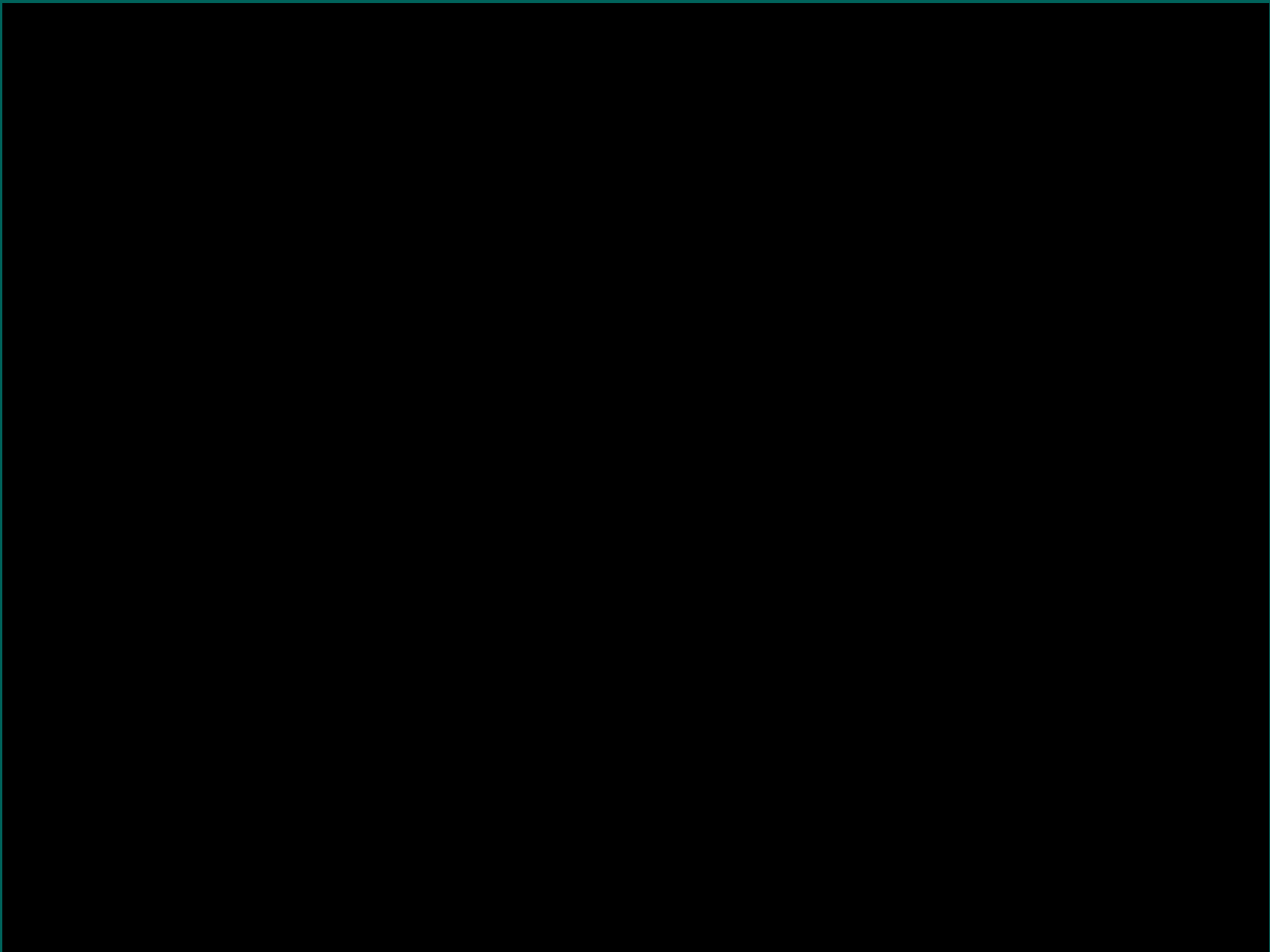
Your elevator pitch

Empower yourself
to be a subtle, yet effective
champion for your cause



Tell your story





Tea

Appealing to emotion will engage your listener

Your pitch should be genuine, passionate, inspiring and persuasive



Using your positive personal experiences will facilitate this

You will be more convincing if you are speaking from your own truth



Look for opportunities in conversations:

Friend: “I need to get some plants for my garden.”

You: “A group in church is having a plant sale on Saturday. The plants are great and well-priced. It’s a fund-raiser for the Stephen Lewis Foundation.”

Friend: “Cool, thanks for letting me know. I’m familiar with the work of the SLF.”

You: “Well, if you are ever interested let me know, you’d be most welcome to check out the group and the church – there are lots of social justice initiatives there if you want to know more.”



No response is a response.
And it's a powerful one.

You can lose someone from lack
of communication, attention and disrespect.
It's not always about what you do, it's about
what you didn't do.

Thank
you!



My super-power is talking about FirstU Ottawa!”