

# Elevator Speech

An elevator pitch can help you synthesize your idea down to a one or two sentence pitch that you can say to people to get them to join your training. Create your own or update the sample below and use when potential participants ask you for a general description of the Health Equity Training Program.

STEPS	SAMPLE
Step 1: Introduction	The Health Equity Training Program is an educational intervention that seeks to advance health equity by reducing disparities in the care we provide to culturally
Step 2: What is the problem?	Not everyone has the same opportunities to achieve their full health potential.
Step 3: What is your solution	By joining this training, participants learn and explore social determinants of health, cross-cultural communication, and how to implement changes in health equity.
Step Four: What is your value proposition?	To strengthen the quality of care that we provide to patients.
Step Five: Close the Deal.	What are your thoughts on getting involved?



## THE SAMPLE SPEECH

The Health Equity Training Program is an educational intervention that seeks to advance health equity by reducing disparities in the care we provide to culturally and linguistically diverse patients, because not everyone has the same opportunities to achieve their full health potential. By joining this training, participants learn and explore social determinants of health, cross-cultural communication, and how to implement changes that strengthen the quality of care that we provide to patients. What are your thoughts on getting involved?

Indeed. (2021). <https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>

Morgan, W. R., & Wright, E. S. (2021). <https://doi.org/https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7971702/>