

National Ag Day Virtual Program

Who Are You & What Do You Want?

Better Elevator Pitches w/ Reagan Pugh

Reflection Questions

In what situations do you find yourself needing to clearly and compellingly articulate who you are, what you do, and what you need or want?

What current challenges or frustrations do you feel about sharing information about yourself and what matters to you?

Notes

Elevator pitch: _____

The Golden Rule: Be more _____ than interesting

The # 1 goal of a good elevator pitch: _____

The # 1 sin of a bad elevator pitch: _____

People love: _____

Three-Part Solution Story

1. The way the world _____

2. The way the world _____

3. The ways you are _____

Putting Your Solution Story to Work

The Way the World Is

A problem you are addressing - ideally your listener also faces this challenge

The Way the World Could Be

A vision of the future where this problem is solved in a compelling way

The Ways Your are Creating that World

Two or three ways you and your work are solving the problem

Creating a Call to Action

Every good pitch includes an _____

An _____ should be _____

Connecting Your Pitch to You

Wins



Challenges

Looking at your timeline, what themes in your life stick out that connect to your agriculture advocacy goals?

Putting it All Together

1. Begin by being more interested than interesting
2. When the moment comes, share your Three-Part Solution Story
3. Include a clear, actionable, realistic, individualized ask
4. Connect everything back to your personal story (if useful)

Elevator Pitch Advocacy Challenge

- Create a video of your pitch (and ask!) and post on a social channel
- Tag your elected officials
- Use the hashtag #agday20 and #speakag
- Feel free to tag your national association, as well
- Submit a screen shot to Celya by Friday, March 27th
- Celya will provide more details