

# Communication Genius 2. Elevator pitch

Lesson's goal

Learning how to communicate quickly in a stressful situation

What is Elevator Pitch

You and the boss (investor, client, other decision maker) are in the elevator, and you have only 40 seconds

You should make the boss interested in your words and invite you to continue the conversation in the office

your task is to be remembered

Quiz: How to communicate with the boss in a situation of stress and lack of time to prepare?

1. It is better to avoid such moments

2. Unleash your emotions

3. Act Consciously

You should always be ready to communicate in any stress and lack of time situation

The most powerful driving forces

Love

☺ Not for the business situation

If you don't have questions

1. Call him by the name

2. Introduce yourself

3. Ambitions

👍 Make a targeted compliment!

🚫 But never use flattery!

If you have question

1. Call him by the name

2. Introduce yourself

3. Ambitions

"at the last meeting you said that..."

You correctly remember his words

"need advice / can you advise? ..."

You give the boss expert status

"only you..."

It shows the exclusivity of the boss

4. Short and clear question

Important

Keep the chain of command

"I have already discussed this issue with ..."

If you haven't had time for this yet

"It happened literally 5 minutes ago, I didn't even have time to discuss it with ..."

Fear

⚠️ Is stronger than Ambitions

Think

What might really interest your boss?

Express fear

1. Call him by the name

2. Introduce yourself

3. Fear

"...we can lose money..."

"...we can not complete the project in time..."

IMPORTANT

⚠️ Never leave the fear button pressed!

👍 Always offer positive solution

better - several solutions

⚠️ Never ask for 15 minutes to clarify all the details!

You have only 40 seconds!

The goal is to provide the summary and let the boss tell you "Come into my office!"

E.g. you can tell that you have solution (w/o details, yet) and only need him to approve it

Summary

1. Don't lose your chance when you faced with the boss

2. Think if the problem you want to address is at the level of your boss.

3. Decide which button you will press: ambitions or fear? Or both?

Do not forget to look into the eyes of the leader, but do it naturally

+ If you think he's far away in his thoughts

<Name>, can I contact you?

And don't forget to turn on empathy