**Shared Message Bank Tool: What’s your elevator speech?**

Want to improve your basic talking points on why you do what you do? Preparing a presentation on an issue pertaining to children and families? Use this guide to help outline your key points, or your “elevator speech.”

See this example topic flow from FrameWorks Institute, based on the metaphors within the Shared Message Bank.

Why does this matter to society and your audience specifically?

How does this work?

What impedes it, or what is the problem?

What do we need to do about it, or what’s the solution?