Questions to consider:

1. What services, expertise, and resources (SER) does your library offer to this stakeholder?

2. How does this SER contribute to Institutional Focus Areas (IFA)?

3. Do you have data that supports this? If so, what?

4. How does the Stakeholder benefit?

5. What action would you like the stakeholder to take as a result?

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**Elevator Speech Components**

1. The library offers __________________ [service, expertise, or resource].

2. This service, expertise, or resource contributes to __________________ [Institutional focus area].

3. (Optional) We have evidence/data that confirms this contribution. For example, __________________ [succinct explanation of evidence/data].

4. If you participate in this service, expertise, or resource, you will ______________ [explanation of benefit].

5. Therefore, you should __________________ [action you want partner to perform].

6. I would love to help you __________________ [take that action].

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**Elevator Speech for Partner**

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Now, practice your speech or role play with a colleague!