

Developing the elevator speech for DuPage Character Business

On 28-Feb-2007, Scott Metcalfe took the committee through a brainstorming session to respond to these 4 statements. From there we were asked to draw it down to 7-9 words describing what we do/who we are. Also in attendance: Deby Baker, Pam Huck, Ken Fisher, and Ray Benedetto. Brainstorm your own answers, and draft 7-9 words drawing it all down. Send via e-mail to the committee, or bring to our next meeting.

What we do	Whom we serve	What do they need	What they really want
<ul style="list-style-type: none"> - create awareness of character - provide training - bring like-minded people together - challenge preconceived assumptions; the assumption is that they have all the answers - safe harbor - tools & resources - 	<ul style="list-style-type: none"> - DuPage businesses - Small-mid-sized businesses - Key business leaders - Guiding coalition 	<ul style="list-style-type: none"> - More sales - More bottom line - People problem solutions - External moral support - Non-judgment environment 	<ul style="list-style-type: none"> - Leave a legacy - Good reputation - Peace of mind - Inner harmony - Growing business

Drafts at that 7-9 word elevator speech to draw someone into further conversation if they are interested.

We help leaders grow their business and their legacy.

We help leaders create their legacy through character.

We provide ... develop people and grow business.

We give business leaders the tools and resources to grow their sales, reputation, and leave a legacy ...

We help ... leave a legacy of financial health and good reputation through character training and networking