Elevator Speech Worksheet

*Use this worksheet to develop the presentation for “selling” the energy management system (EnMS) to top management and other key decision makers. Start with the basic necessary information and then expand with additional details in accordance with the amount of time available for the presentation.*

## 12-second speech

Summarize in one simple sentence what the energy management system can do for your organization.

Example: Energy management will save us money.

Describe the benefits that your organization will receive as a whole or to your product or service. List the benefits that set this program apart from other programs already in place.

Example: Our EnMS will provide three key benefits which are …

## 30-second speech

Summarize in one to three simple sentences what energy management can do for your organization.

Describe the benefits that your organization will receive as a whole or to your product or service. List the benefits that set this program apart from other programs already in place.

Example: Our management system for energy will provide three key benefits which are …

Describe your company's business objectives and how energy performance improvement supports achieving those objectives.

Example: We expect to save 2.5% of our overall energy intensity by 4th Quarter 201X compared to last year.

## 3-minute speech

Summarize in one to three simple sentences what energy management can do for your company. Include a sentence on what is energy management.

Example: Energy management is about managing energy as a resource in our organization. We will use an EnMS to…

Describe the benefits that your organization will receive as a whole or to your product or service. List the benefits that set this program apart from other programs already in place.

Example: Our EnMS will provide three key benefits which are …

Identify your organization's policy or vision regarding energy (business card style –SHORT):

Describe your organization’s business objectives and how energy performance improvement supports achieving those objectives.

Example: We expect to save 2.5% of our overall energy intensity by 4th Quarter 201X.

Give an example of a successful outcome from systematic energy management.

Example: We achieved ….

Provide a simple statement of what is next.

Example: We expect to establish the energy team by ….