

EXERCISE 4 Worksheet

Task 1

Split into pairs (Partner A & B) and take turns delivering a 30 second elevator speech to one another about your church. Partner B will say, "I am looking for a church. Tell me about yours."

Partner A: Try to be as concise, clear, and impressionable as possible.

Partner B: Act as if you are not a member of your church and hearing this information for the first time. Don't try to judge what is being said, but listen to what captures your attention.

Before switching, Partner B will say what was impressionable and caught their attention. *Write these points down.*

Repeat the exercise until you feel you both have located a concise, authentic, and captivating elevator speech.

Task 2

Come together as a group and share with one another your respective pitches. Write down which points you each like and explain why. Gather together this information and hold onto it for future exercises and brainstorming.