

## **Laser Speech Worksheet**

**“A laser talk, sometimes called an elevator speech, is a short and compelling message designed to influence another person’s actions. This strategy offers an approach for organizing a message when time is limited and the speaker intends to make a request of the listener.”**

### **STEP-BY-STEP**

#### **1. How you will ENGAGE a group or an individual listener?**

- \_ The goal is to get your listener’s attention with a dramatic fact or short statement.**
- \_ Another option is to thank the individual for a specific action or contribution in the past.**

#### **2. Next, present the problem.**

- \_ Support the statement of the problem with facts, anecdotes, and details.**
- \_ If possible, appeal to the listener’s emotions and interests.**
- \_ If the problem is satisfactorily established, your listener will be interested in your ideas on how to help.**

**3. The next step is to inform the listener(s) of the proposed solution.**

- \_ If possible, provide examples of where the solution has already implemented effectively.**
- \_ Conversations typically end at this point because speakers have failed to think specifically about what they want from their listeners or are uncomfortable in making a request.**

**4. Practice seeing your talks through the final step, the call to action, when the speaker makes a specific request of the listener.**

- \_ An appropriate request includes a specific action within the sphere of influence of the listener**
- \_ and a date by which the speaker can hear about the outcome.**

**The laser talk offers me an effective way to think about what I want to accomplish by identifying the problem to address, considering what I want others to know about it, determining a solution to share, and selecting the help and specific actions I want from others.**

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**“A laser talk, sometimes called an elevator speech, is a short and compelling message designed to influence another person’s actions. This strategy offers an approach for organizing a message when time is limited and the speaker intends to make a request of the listener.”**

### Step-by-Step Planning for Your Laser Speech

1. **Engage** the listener’s attention

- Dramatic fact or short statement
- Thank listener for some past contribution

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2. Present the **problem**

- Support with facts, anecdotes, details
- Appeal to listener’s interests or emotions

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3. Inform listener of proposed **solution**

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4. Make a **specific request** of the listener

- Request a specific action within the sphere of influence of the listener
- Request a date by which the speaker can hear about the outcome

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The laser talk concept is based on the following article:

Hirsh, Stephanie. “Sharpen Your Message with a Laser Talk.” *Journal of Staff Development* Vol. 30, No. 5. Dec. 2009.