



ELEVATOR SPEECH
— TRAINING —

“This one hour was more impactful than days I have spent in other communications trainings.”

Dan Nissenbaum, CEO, Low Income Investment Fund

What we do

We help you attract more interest by changing how you talk about what you do and why it matters—in just one or two extraordinarily efficient and surprisingly fun one-hour sessions.

Endorsed by 85 CEOs and Executive Directors

“If only all my one-hour meetings were so productive!”

Priya Jayachandran, CEO,
National Housing Trust

“This is seriously one of the best trainings I have ever received.”

Marielena Hincapie, Executive Director
National Immigration Law Center

“Marc’s training was like hitting a restart button.”

Gladys Limon, Executive Director, California Environmental Justice Alliance

“I have never experienced a more streamlined and helpful one-hour training session.”

Ben Strauss, CEO and Chief Scientist,
Climate Central

Browse all endorsements at www.est.io/testimonials

www.est.io info@est.io (305) 604-9500

What you get

Have a framework for any speaking situation.

Our training offers you the 10-step Elevator Speech Framework that you can use as a skeleton structure to master any speaking situation, including one-on-one conversations. It makes preparing for or even winging a speaking challenge as easy as painting by numbers.

Increase confidence and gravitas.

Anxiety about public speaking is natural because our brains are hard-wired to fear rejection. The training offers a systematic approach to managing your fear not by trying to vanquish it but by befriending it. In the process, you will also learn tools to “prime your brain” before entering a speaking situation.

Discover how to be most interesting

When making a first impression, being interesting is far more critical than being informative. The unique way we go about our work is often more interesting than what we do. The training offers a framework to identify what is most interesting about your work and for communicating it effectively.

Get your listeners to trust you.

In all situations, mutual trust is crucial for people to realize the full potential of collaboration and connection. The training gives you an easy, surprising, and highly effective step-by-step approach for getting your listeners to experience a “trust boost” towards you.

Solve the challenge of having too much to say.

A common challenge our clients experience is having to convey to listeners the complexity and sheer volume of their work. The training offers a solution to this problem. It leaves your listeners looking forward to continuing the conversation with you. It even turns them into messengers to others about your work.

Create a frame of relevance and purpose.

Everyone focuses on their day-to-day work. That focus often becomes the first thing we discuss when explaining what we do. The Elevator Speech Framework helps ensure that you step back at the beginning of speaking situations to answer the question, “why does it all matter?”

How we work

Step #1: We learn about you.

We do research about your work and your professional background to customize the training to your specific needs and context.

Step #2: You prepare a bit.

Preparing is as quick as answering three short questions. If you want to prepare more deeply, simply use our preparation worksheet.

Step #3: We do the training.

The training comprises one or two Zoom calls. Each requires one hour and is one-on-one. It's not a testing situation. Think of it as a fun workshop where imperfection is OK.

Step #4: We follow up.

After the session, we'll send you an email with a summary of your specific key takeaways. We'll touch base a couple times a year to reinforce what you've learned.

Success metrics:

1500+

clients trained

99.99%

Exceptionally and very useful ratings

88

CEO endorsements

300+

Testimonials

WHAT LEADERS ARE SAYING



“I thought I was a good quick pitch but Marc made me better.”

Robert Hammond, Executive Director
The High Line

“I wish every community organizer in America could have this one hour training. We would go a long way toward changing this country.”

Madeline Janis, Executive Director
Jobs to Move America

“If only all my one-hour meetings were so productive!”

Priya Jayachandran, CEO
National Housing Trust

“In a short hour I went from a decent pitch to a targeted, clear, well focused ask.”

Joshua Ginsberg, President
Cary Institute of Ecosystem Studies

“I had no idea so much could be done in just one hour, total game-changing work!”

Heather Ferguson, Executive Director
Common Cause New Mexico

“This one hour session was more impactful for me than the hours, days, weeks that I have spent in other communications trainings.”

Dan Nissenbaum, CEO
Low Income Investment Fund

“This was the best bang for the buck in training I can recall — from just a couple of hours, I gained lots to act on both immediately and over the long term.”

Stephen Burrington, Executive Director
Groundwork USA

“This is seriously one of the best trainings I have ever received.”

Marielena Hincapie, Executive Director
National Immigration Law Center

“Every leader of a non-profit should take this training as it will dramatically improve their ability to talk about their organization.”

Eric Cohen, Executive Director
Immigrant Legal Resource Center

“Anyone could benefit from this training opportunity.”

Bob McFalls, Executive Director
Florida Philanthropic Network

“Elevator Speech Training is truly exceptional.”

Anne Evens, CEO Elevate Energy

“I highly recommend this training.”

Jojo Annobil, Executive Director
Immigrant Justice Corps

“By the end of the hour, I felt prepared to create a more compelling upcoming presentation to a potential big funder.”

Megan Fluke, Executive Director
Green Foothills

“Marc’s insights are exceptionally productive in a very short amount of time.”

Kevin Cadette, Executive Director
Black Angels Miami

“Marc’s training was like hitting a re-start button on our usual framing.”

Gladys Limon, Executive Director
California Environmental Justice Alliance (CEJA)

“The early results have been amazing.”

Kathleen Rogers, President
Earth Day Network

“This one hour training helped me get out of my own way.”

Munro Richardson, Executive Director
Read Charlotte

“Marc’s training was very helpful in my continuing to improve and shape ways to present short effective messages about the Environmental Law & Policy Center’s strengths.”

Howard Learner, Executive Director
Environmental Law & Policy Center

“Marc is an exceptional coach who knows exactly what he is doing.”

Ryan Myers-Johnson, Executive Director
Sidewalk Detroit

More: www.est.io/testimonials

ABOUT MARC FEST

Founder, Elevator Speech Training



ELEVATOR SPEECH
TRAINING

Marc Fest helps his clients attract more support to their cause by changing how they talk about what they do and why they care. His Elevator Speech Training (EST) requires only one or two one-hour, one-on-one training sessions. It has garnered praise and testimonials from more than 85 CEOs and executive directors who experienced the training. Marc is a former vice president of communications for the John S. and James L. Knight Foundation and the New World Symphony. He is the creator of MessageHouse.org, a free messaging toolkit helping thousands of NGOs, companies, non-profits, and governments create key messages and increase messaging discipline (Marc's Elevator Speech Framework is a Message House spin-off).

Marc struggled with a speech impediment when he was a child, so helping others communicate better today has special significance. He lives at a remote farm in the Everglades. When he is not coaching clients, he enjoys hanging out with his Belgian Shepherd dog Zeus and an assortment of alligators, blue herons, and raccoons.

To those who do not have the opportunity to use his Elevator Speech Training services, Marc offers its framework as a free do-it-yourself download at www.est.io.



Marc Fest

Non-profit rate / training session

\$450/ (1-19 sessions)

\$400 / (20 or more)

For-profit rate / training session

\$800 / (1-19 sessions)

\$700 / (20 or more)

Expedited scheduling

Our current availability can be viewed at www.est.io/avail. If your situation is urgent, please contact us at www.est.io/contact regarding expedited appointments.

Each engagement includes:

- 1) Research to personalize the training
- 2) A one-hour training session
- 3) Follow-up such as email feedback on a script

We recommend to offer participants the option of a second one-hour session to solidify the outcome of the initial session.

Training Cancellation / No-Show Policy:

We understand that there are times when a training appointment must be re-scheduled due to work or family obligations. We kindly ask that trainees do so at least 24 hours in advance. Appointments are in high demand and this will give another person a training opportunity. Same-day cancellations and no-shows incur a \$100 fee (exceptions apply in case of emergencies).

PURCHASE TERMS

Training packages have to be pre-purchased. Purchased sessions remain redeemable for two years.

Questions? Please email contact@est.io or call (305) 604-9500