

Elevator Speech

Submitted by Dr. Anthony Brown

2 Corinthians 4:7-9 (NIV)

“But we have this treasure in jars of clay to show that this all-surpassing power is from God and not from us. We are hard pressed on every side, but not crushed; perplexed, but not in despair; persecuted, but not abandoned; struck down, but not destroyed.”

“I need an elevator speech,” was the thought I had after I walked away from a friend who I had not seen in quite a while. His question, with all sincerity and directness was, “How are you?” I answered, sharing some recent life milestones, but I walked away wishing I had said so much more. Not necessarily in terms of words, but in terms of vulnerability. So, I started working on an elevator speech.

The “elevator speech” concept is not new and is one of the concepts that seem to cross generations. Persons young and old often reference their “elevator speech” as they prepare for, and operate in professional settings. It’s “that speech” that concisely shares who you are, what you’re doing and, or, why you’re the right choice for a particular assignment.

In our scripture today, Paul offers what I’ll call a great elevator speech, speaking to the treasure and potential the Lord has put inside of us. Sharing both our challenges and our victories. Yes, life has pressed us, but we are not crushed. There are times of confusion, disappointment, but we are not in despair. Hit hard, but we are still standing. I think this serves as a great “elevator speech.” Okay, perhaps you’re thinking that’s a lot to give someone who simply asks, HOW ARE YOU. And, I agree. The speech may not be designed for the person you see regularly, but perhaps - similar to the professional elevator speech, it’s intended for that specific time, place, or person THAT INVITES more than a cursory response.

Some encounters welcome your openness, vulnerability, and window into WHO and HOW you are. And, here’s what professionals suggest; elevator speeches can open the door to so much more HOPE, POTENTIAL, and OPPORTUNITY. In a world where shallow is the norm, I urge you to go below the surface and work on your elevator speech. By the way, here’s the elevator speech I wrote after the encounter with that friend. I’ll use it sparingly, like Paul used this scripture, trusting God will bless my vulnerability.

So, HOW ARE YOU? “I am staying very close to God as I walk through seasons of transition in my life - spiritual, emotional, mental, and physical — and I’m grateful for friends, family, and professionals who are supporting me as I desire to continue making a difference with this amazing LIFE God has given me. Keep me in your prayers, please.”

Have a great day and work on your elevator speech!