Write Your Own Elevator Speech!

Components of an Elevator Speech:

1. Tell them who you are and what position you hold at your credit union.
2. Tell them what the credit union difference means to you.
3. Think about a specific "people helping people" story.
4. Make an ask – tell them what your credit union needs to be successful, and why credit unions are important!

ICUL®
IOWA CREDIT UNION LEAGUE

Write Your Own Elevator Speech!

Components of an Elevator Speech:

1. Tell them who you are and what position you hold at your credit union.
2. Tell them what the credit union difference means to you.
3. Think about a specific "people helping people" story.
4. Make an ask – tell them what your credit union needs to be successful, and why credit unions are important!

ICUL®
IOWA CREDIT UNION LEAGUE