

BREAKING THE FOURTH WALL

A LIBRARIAN WALKS INTO AN ELEVATOR...

PACIFIC NORTHWEST LIBRARY ASSOCIATION – KALISPELL, MONTANA – AUGUST 2, 2018

WHERE?



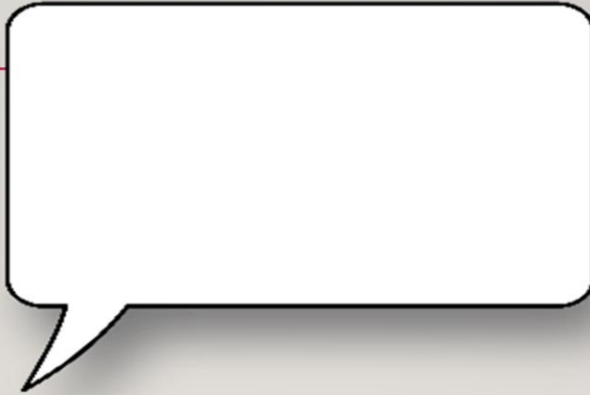
Besides an elevator, where might you run into stakeholders and potential partners?
(record answers on flip chart)

WHO?



Who are the stakeholders and potential partners that you might run into? (record responses on flip chart)

WHAT?

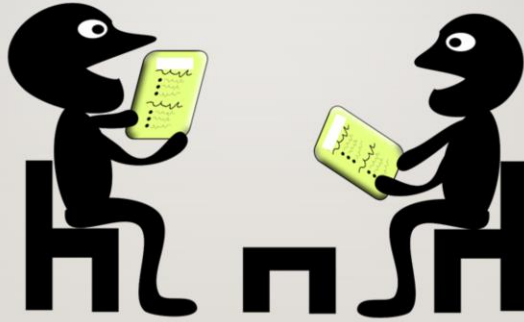


What are you going to say to them? (record responses on flip chart)

TIPS

- Grab 'em with a hook
- Say a lot in a few words
- Make your message relevant to whom you're speaking
- Offer vivid examples, or tell a good story
- Remember, this is not a sales pitch
- Find out what you can do for them*

GETTING TO WORK



1. Pick a **where** and a **who** from the flip chart lists. Take ten minutes to write an “elevator speech” incorporating the elements recorded on the flip chart that is appropriate to the person/place situation. Use handout for individual work.
2. Partner up with someone whom you didn’t come here with or don’t know very well. Take five minutes to role play and practice your speeches on each other.
3. How did it go?

ELEVATOR



How many of you picked an elevator for your encounter?

4. Take five minutes to whittle down your speech for the elevator: **30 seconds ~ 90 words ~ 10 sentences**
5. Volunteers to try out their speeches in front of the audience? Yes! (role play, imaginary elevator, timed exercise)
6. How did that go?



The Dating Game!

The Dating Game: Looking for a community partner (game can be played different ways)

1. Three librarians on one side of the screen
2. A community partner (“contestant”) on the other side of the screen questions the librarians
 - a. can ask the same question of all three librarians
 - b. can ask different questions of all three
3. On the basis of the answers:
 - a. audience selects the most promising library by show of hands or applause
 - b. community partner (“contestant”) selects the library

THANKS!

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