

ELEVATOR SPEECH

Every professional should have a short synoptic speech called an “elevator speech”. The speech should be a 15-30 second description of what they do as a professional. This speech is intended to tell listeners enough to make them want to learn more. It can be used in an elevator when someone asks “What is a Histotechnologist”? or when you have an opportunity to talk about your profession to the PTA, to your local elected officials, students or anyone who shows interest. Your hope is to create an opportunity for an in-depth discussion. You will raise awareness and visibility of the profession.

“I’m (name) a Histotechnologist working at (institute). I prepare slides for diagnosis from specimens received from surgery... It’s a great job because...
I also get to work with other health care professionals. I’m, glad I chose this field, I feel like I make a difference to the patients we serve.”

TIPS:

- Hospital policy or HIPPA Laws may require you to have your in-house Public Relations or Legal Department involved to review any material regarding the hospital, laboratory or services offered.
- Know your message: what do you feel should be conveyed about histotechnology that you want the public to hear? Make it your story and one worth telling.
- Know your audience. That may dictate how your message is conveyed or constructed. Your message to an elementary school would be quite different than a message intended for adults.
- Think of different angles to spin a story about histotechnology. Maybe you have an interesting histology teaching program, or you have new technology that the community is unaware exists. Sometimes the media will respond to a request to do a story about something different (ex: immunohistochemistry as a prognostic marker for breast cancer, rapid turnaround time for specimens and how this can directly relate to the quality of patient care).
- Remember to talk about your profession to anyone who is interested, you may be talking to someone who has a means of raising awareness for the profession.
- When requesting proclamations or media stories, allow adequate time for action.