**TDRp Elevator Pitch**

* **What is an Elevator Pitch?** An elevator pitch, elevator speech, or elevator statement is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes. The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value added, the conversation will continue after the elevator ride or end in exchange of business card or a scheduled meeting. ([Source](http://en.wikipedia.org/wiki/Elevator_pitch))
* **Target audience for the TDRp elevator pitch**: CEOs, senior leaders, and L&D and HR managers, leaders and practitioners
* **Uses of the Elevator Pitch:** Communicate the essence of TDRp to create awareness and interest in the approach when you have only one minute.
* **Next steps after delivering the elevator pitch**: Ideally, the next step would be to provide additional information on TDRp (e.g. a one or two-page summary), recommend a public webinar or schedule a meeting to discuss the approach.
* **TDRp Elevator Pitch:** Belowis an example of an elevator pitch for TDRp. Feel free to customize it for your own organization and context using the version below as a starting point. Remember, it should be short, direct and convey the value proposition of TDRp.

“TDRp is an exciting industry-led initiative that brings standards and business discipline to the HR and L&D functions. By implementing TDRp, we can make a greater impact on the strategic objectives of our organizations. TDRp ensures that we align our initiatives to the company’s most important goals and that we engage with sponsors throughout the year to ensure our initiatives contribute to achievement of these goals. Finally, TDRp provides industry standard measures and reports that enable upfront planning, back-end performance measurement and continuous improvement.

TDRp stands for Talent Development Reporting principles and includes standard definitions and reports for six key HR/L&D processes. Moreover, TDRp provides an end-to-end methodology to enable us to manage our function like a business so we can have greater impact on our company’s results.

I would be happy to tell you more or send you some information. We are really looking forward to what TDRp can do for us.”