THE ELEVATOR SPEECH

THE CMA BRAND
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What is the CMA?

The Catholic Medical Association provides a voice for Catholic medical and ethical principles in society and in the media.

The Catholic Medical Association defends your right to follow your conscience and Catholic teachings so you can protect your integrity.
WHAT IS THE ELEVATOR SPEECH?

❖ 30-60 SECOND SPEECH
❖ SUMMARIZES WHO YOU ARE; WHAT YOU DO; WHY YOU ARE ‘THERE’!
❖ MAY BE RECITED ANYTIME APPROPRIATE
9 STEPS TO SUCCESS

❖ CLARIFY YOUR TARGET
❖ PUT IT ON PAPER
❖ FORMAT IT
❖ TAILOR THE ‘PITCH’ TO THEM, NOT YOU!
❖ ELIMINATE JARGON; PITHY PHRASES
❖ READ YOUR PITCH OUT LOUD
9 TIPS TO SUCCESS

❖ PRACTICE, PRACTICE, PRACTICE
❖ PREPARE A FEW VARIATIONS
❖ NAIL IT WITH CONFIDENCE
❖ NUMBER 10- PRAY, PRAY, PRAY!
“YOU’VE GOT TO BE VERY CAREFUL IF YOU DON’T KNOW WHERE YOU ARE GOING, BECAUSE YOU MIGHT NOT GET THERE” (Yogi Berra)

BEGIN PLANNING YOUR PITCH BY SPECIFYING;
A) The best way to describe your organization
B) The goal you wish to accomplish (membership, evangelization, information, ‘seed planting’, donations etc)
WRITE EVERYTHING DOWN; Mission statement; vision statement; history; numbers; who YOU are, Guild information, why you joined, etc

THEN START DELETING AND EDIT TO A FEW KEY BULLET POINTS

GOAL: INTEREST THE LISTENER(Don’t tell your whole life story, or faith journey...just salient points)
ANSWER THREE CRITICAL QUESTIONS:

a. Who is the CMA?
b. What does the CMA do?
c. Why are you engaging them with the ‘speech’?

AFTER THOSE QUESTIONS ARE ANSWERED:

Add....details about why you belong
TAILOR THE PITCH TO THEM…NOT YOU!

❖ THOSE PEOPLE LISTENING TO YOUR SPEECH ARE ONLY THINKING ‘WHAT’S IN IT FOR ME?’ (WIIFM)
❖ RESEARCH THE CULTURE (those you are addressing; colleagues; associates; fellow workers; where they are)
❖ USE BENEFIT-FOCUSED TERMINOLOGY:

**Don’t Say:** I would like to invite you to join the Catholic Medical Association because we need members.

**Do Say:** I joined the Catholic Medical Association because it is the leading national voice on applying the principles of the Catholic faith to medicine and healthcare.
ELIMINATE JARGON

❖ MAKE YOUR PITCH EASY ENOUGH FOR ANYONE TO UNDERSTAND (don’t try to overwhelm or impress with Scripture or religious references)
❖ AVOID ACRONYMS OR ASSUME THEY ‘KNOW’
❖ THE AVERAGE PERSON YOU ADDRESS MAY BE ‘STEEPED’ IN THE CULTURE OR JUST NOT AWARE

(remember the time you did not know; put your self where they are; remember Jesus dined with tax collectors)
READ YOUR PITCH OUT LOUD

- WRITING IS MORE FORMAL AND STRUCTURED THAN SPEAKING
- MAKE IT SOUND MORE LIKE CONVERSATION; AN INVITATION; PERSONAL; THINK OF CHRIST CALLING THE DISCIPLES ("Come follow me")
- MAKE IT AUTHENTIC (HOLY SPIRIT FILLED!!)
REHEARSE IN FRONT OF A MIRROR

USE RECORDING CAPABILITIES ON YOUR PHONE OR COMPUTER TO HEAR HOW YOU SOUND

PRACTICE UNTIL IT DOESN’T SOUND REHEARSED

TRY IT ON A FEW FRIENDS/FAMILY; FELLOW GUILD MEMBERS AND ASK FOR FEEDBACK

MAY BE AWKWARD, BUT JUST DO IT!!!
PREPARE A FEW VARIATIONS

❖ SOMETIMES YOU WILL ONLY GET 15 SECONDS, OTHER TIMES, TWO TO THREE MINUTES

❖ MASTER FEW KEY TALKING POINTS:

  a. We are Catholic individuals dedicated to the ministry of health care.
  b. We are the leading voice on applying the principles of the Catholic faith to medicine
  c. We build communities of support and service through local guilds
  d. We are dedicated to educating and supporting our next generation

❖ THESE ARE THE PRIMARY MESSAGES
NAIL IT WITH CONFIDENCE

❖ CONVEY YOUR SPEECH WELL
❖ LOOK THE PERSON IN THE EYE
❖ SMILE
❖ DELIVER YOUR SPEECH WITH A CONFIDENT, UPBEAT ATTITUDE
WE PROVIDE AN ANNUAL CONFERENCE CENTERED ON FAITH, FORMATION, AND FELLOWSHIP

WE ADVANCE THE KNOWLEDGE AND UNDERSTANDING IN HEALTH CARE THROUGH A PEER-REVIEWED JOURNAL OF ETHICS AND MEDICINE

WE ARE DEDICATED TO UPHOLDING THE TEACHINGS OF THE CATHOLIC CHURCH

WE ASSIST THE HOLY FATHER IN THE WORK OF BUILDING THE CHURCH

WE SET AN EXAMPLE OF CHRIST-LIKE LEADERSHIP BY BEING AN ORGANIZATION OF SERVANT-LEADERS
SECONDARY MESSAGES

❖ WE RESPECT AND UPHOLD ALL THAT IS GOOD IN THE PROFESSION OF MEDICINE INCLUDING THE PRINCIPLES OF THE HIPPOCRATIC TRADITION
❖ WE ARE COMMITTED TO A COMPREHENSIVE APPROACH TO MEDICINE (MIND, BODY AND SPIRIT)
❖ WE ARE COMMITTED TO CREATING AND IMPLEMENTING AUTHENTIC CATHOLIC APPROACHES TO HEALTHCARE DELIVERY AND FINANCING
❖ WE ARE COMMITTED TO THE FUTURE OF AUTHENTIC CATHOLIC MEDICAL EDUCATION FOR STUDENTS AND RESIDENTS
STAR METHOD

❖ STRUCTURED RESPONSE TO BEHAVIORAL-BASED CONVERSATIONS:

❖ DISCUSS: THE SITUATION

THE TASK

THE ACTION

THE RESULT
THE SITUATION

❖ DESCRIBE HOW YOU FOUND OUT ABOUT THE CMA
❖ WHY YOU JOINED
❖ MAKE IT A SPECIFIC EVENT, NOT GENERALIZED
❖ GIVE ENOUGH DETAIL FOR THE SUBJECT TO UNDERSTAND
THE TASK

❖ WHAT GOAL WERE YOU WORKING TOWARD?
❖ ARE YOU RECRUITING NEW MEMBERSHIP?
❖ INVITING TO THE ANNUAL CONFERENCE?
❖ INVITING TO READ THE LINACRE?
❖ INVITING TO A GUILD MEETING?
❖ JUST PLANTING A SEED?
THE ACTION

❖ KEEP THE FOCUS ON YOU AS YOUR OWN EXPERIENCE - REMEMBER GOD SPOKE TO HIS FOLLOWERS IN PARABLES - TELL YOUR STORY

❖ KNOW WHAT EFFECT YOUR JOINING HAS HAD ON YOU, YOUR LIFE, YOUR PRACTICE, OTHERS
THE RESULT

❖ KNOW WHAT EFFECT THE CMA HAS HAD ON THE CULTURE, ON SCIENTIFIC KNOWLEDGE, ON APPLICATION OF MEDICAL PRINCIPLES
❖ KNOW WHAT EFFECT YOUR MEMBERSHIP/EXPERIENCE HAS HAD ON YOUR PRACTICE/PATIENTS/LIFE/MARRIAGE
❖ KNOW WHAT THE CMA HAS ACCOMPLISHED WITH BOOT CAMP; CONFERENCES; WHITE PAPERS
9 C’S OF THE ELEVATOR SPEECH

❖ 1. CONCISE
❖ 2. CLEAR
❖ 3. COMPELLING
❖ 4. CREDIBLE
❖ 5. CONCEPTUAL
❖ 6. CONCRETE
❖ 7. CUSTOMIZED
❖ 8. CONSISTENT
❖ 9. CONVERSATIONAL
❖ Be Christ-like- “whoever follows me will not walk in darkness” (Thomas a Kempis)
KEY ELEMENTS

❖ YOU HAVE TO GET WHAT IS IMPORTANT ABOUT YOU/CMA
❖ IT HAS TO ROLL OFF YOUR TONGUE
❖ ONE PARAGRAPH/STORY IS USUALLY ENOUGH
❖ YOUR SECOND WORD SHOULD BE A VERB
❖ YOU HAVE TO BELIEVE IT
❖ GIVE IT ATTITUDE
❖ SMILE
❖ SHUT UP! ONCE YOU ARE DONE...DON’T BLATHER ON
❖ LEAVE THEM WANTING MORE
❖ HAVE A FEW ES’S IN YOUR TOOL KIT
I BELONG TO AN ORGANIZATION THAT REPRESENTS AND ADVOCATES FOR CATHOLIC *INDIVIDUALS* IN HEALTH CARE-THEY REALLY PROVIDE GREAT SUPPORTS TO THOSE OF US FIGHTING THE GOOD FIGHT. MAY I TELL YOU A STORY ABOUT HOW THE CATHOLIC MEDICAL ASSOCIATION HAS HELPED ME?
I’ve noticed that there are many Catholic healthcare professionals that need more information about how to apply the principles of their Faith to medicine. The Catholic Medical Association provides a lot of good information on those kinds of issues? Would you like their website address?

Would you like to join me as my guest at a Guild meeting?
You know...there are other Catholic health care professionals that feel the same way that we do. We need to support one another. Come to the next meeting of our Catholic Medical Association guild (alt: we should talk about starting a local guild of the Catholic Medical Association)
Catholic medical students face so many challenges to their faith—they are really under assault. All of us need them to become excellent physicians who understand how to apply and defend the teachings of the Church. Do you agree? (wait for response). Would you consider donating to support a Catholic formation program for medical students?
Every year, the Catholic Medical Association puts together an extremely powerful and enlightening conference. It is so good to be there and see how many of us are witnessing to our Faith in the practice of medicine. You should consider attending!

This year’s meeting is in Philadelphia, and its theme is...

Healing the Wounded Culture: Bringing the Wholeness of Healing to Humanity. The website for registration is cathmed.org
“I am already overextended and I don’t have the time for another commitment”.

Response: Most CMA members are extremely busy active professionals. However, a greater participation in CMA leads to a renewal in spirit and a refreshed approach to the demands of professional life. Members want to ‘do all things well in Christ’ and understanding participation in the CMA supports the pursuit of that goal. In addition, it is important that even busy Catholic healthcare professionals not stay on the sidelines in the current debate on the rights of Catholics to live public professional lives in accordance with their conscience. We could face a dangerous future in which faithful Catholic healthcare professionals may be driven out of medicine entirely. Your membership in the CMA- which seeks to preserve a true Catholic identity and promote excellence in the science, the practice, and the business of medicine- is a way of fighting not only for God, but also for a continued place in health care for faithful Catholics.
“I already belong to three medical societies. What will CMA provide that is different?”

Response: The Catholic Medical Association (CMA) does- and helps you to do- something special. The CMA serves individual healthcare professionals- not healthcare businesses or organizations. Members of the CMA can engage directly with an organization that will educate and advocate for their personal needs. Further, the CMA is an organization that cares not only about your professional development but also about your moral and spiritual development.
The CMA believes we need to strengthen the Church and its ability to respond to the attacks facing it in contemporary society. With a strong Church we will be able to form the culture around us. The CMA plays an important role in strengthening the Church by increasing the knowledge and awareness of its members: bishops, priests, religious, and members of the laity. (mention Holy Alliance).

The CMA defends all the teachings of the Church - even those our culture finds hard to follow or explain. Hence, we do not engage in political diplomacy that pays lip service to our Faith while forming disastrous compromises that both undermine Truth and strip away our rights as citizens. The CMA also helps to deal with many prudential issues in medicine in a way that does justice to the demands of ethical integrity and the highest standard of authentic care for patients.
“I go to Mass every Sunday and lead a good life, why do I have to do more?

Response: Living out and witnessing to life in Christ is an every-day affair! CMA members strive to make their work into a constant prayer through high standards for moral behavior and professional experience. Most CMA members are extremely busy active professionals. Many are active family members and engage in activities in their community. Some would think that increased direct participation in CMA activities would detract from the ability to do these things. However, nothing could be farther from the truth! A greater participation in CMA leads to a renewal in spirit and a refreshed approach to professional, family and community life. Members want to ‘do all things well in Christ’ and understand that participation in CMA supports the pursuit of that goal; and, participating in the CMA is a great way to participate in the New Evangelization to which the Church has been calling us.

PS Consider putting this in the first person/pronoun I/we
“Why should I donate to an organization of doctors? They are rich already!”

Response: The CMA relies on donations to fund special programs, including retreats and education for medical students and residents (forming the next generation of medical professionals). CMA members are the first contributors to these programs, but to build sustainable and thriving programs that create impact, we need the participation of interested members of the broader Catholic community. Donations also help extend our advocacy and education work with third-party organizations—such as the Vatican, USCCB, individual dioceses and partner organizations—as well as to the public at large. In short, your contributions are vital to the ability of the CMA to put Christ at the center of health care—something that we can all agree is necessary and worth supporting!
The Catholic Medical Association is a physician-led community of healthcare professionals that informs, organizes and inspires its members, in steadfast fidelity to the teachings of the Catholic Church, to uphold the principles of the Catholic faith in the science and practice of medicine.
❖ UPHOLDING THE PRINCIPLES OF THE CATHOLIC FAITH IN THE SCIENCE AND PRACTICE OF MEDICINE.
❖ THE CMA WANTS YOU TO KNOW! (new)
To catalyze the natural synergy of health care, Catholicism and ethics, faithful to the Magisterium, for medical professionals, the Church and the culture.
The will of God will never lead you where the grace of God cannot keep you.

I can do all things in Christ, who strengthens me. (Phil 4:13)

Put on the full armour of the Lord.... (Ephes 6:11-18)

Duc in Altum- Put out into the deep