

Elevator Talks

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The elevator talked that changed my life



Donald Blackstone



Memorize these 18 words

A tolerable it to the planet
if house you of what's fine
haven't on? got use a put

Now write them down

Memorize these three words

it fine of

Now write them down

Memorize these six words

to the got planet house tolerable

Now write them down

you what's haven't
on? if use a a put

Now write them down

The Magical Number Seven, Plus or Minus Two: Some Limits on our Capacity for Processing Information[\[1\]](#)

George A. Miller (1956)
Harvard University

First published in *Psychological Review*, 63, 81-97.

What's the use
of a fine
house if you
haven't got a
tolerable planet
to put it on?



Who are you?



Central question of identity

What are you doing currently that demonstrates that?



What do you want?

Specific, measurable results!



What do you want *today*?



Role-playing time



Help remembering it:

- | | |
|----------|--|
| B | Background (Set the context. Who are you?) |
| R | Reason (Why are you doing this?) |
| I | Information (Your two to three key points.) |
| E | End (Close it off, usually with a <i>thanks for your time.</i>) |
| F | Follow-up (Make clear what you'd like to see next.) |

