



## Freemasons Elevator Speech

Whenever a group of people gathers to discuss 'what is engagement,' a discussion about diversity of language usually emerges. Depending on the situation in which you are working, 'engagement' can cover consultation, communication, education, public participation, or working in partnership.

For our purposes, 'engagement' is used as a generic, inclusive term to describe the broad range of interactions between we Freemasons and the public. It can include a variety of approaches, such as one-way communication or information delivery, consultation, involvement and collaboration in decision-making, and empowered action in informal groups or formal partnerships.

A classic example of this is the opportunity presented when entering a lift in a high rise building and you - wearing your Freemasons logo pin on your jacket - are asked – what is that badge?

You then have the opportunity to 'sell' Freemasonry by engaging the questioner for the 30 or 40 seconds the lift takes to reach his or her floor, by giving an 'Elevator speech'. For most Kiwis, this is about 80/90 words.

The 'speech' made in simple terms, explains what Freemasonry is – telling a short story about the craft and its benefits to you personally or the community, but in layman's terms.

So the first exercise is to brainstorm some of these words you might use in your speech – what does Freemasonry, being a member of a lodge mean to you?

Invariably (because they haven't had time to really think about 'engaging' the person who asked the question, they will include terms such as 'ritual', 'the craft', 'supreme being', rather than those which may entice the person into more questions or a conversation.

Closing the 'conversation' requires that a business card should be offered to the enquirer, with the adjuration that if they'd like to know more - invite them to a coffee or beer, not at the lodge rooms, until you have ascertained their full interest.

***'There is no one way to engage the community in the life of a Lodge. The uniqueness of location, size and dynamics determine the strategies Lodge members should use to encourage community support and interaction.'***

