

# Elevator speech draft

Literature



**ASSIGN  
BUSTER**

Elevator Speech Audience: Diana Gale Purpose: To outline strategies for developing a publicly supported wasteland augment policy " Seattle Waste utility faces a challenging new mission: not only is the agency tasked with its previous responsibility of delivering waste management services, it is now tasked with developing waste management policy. With the approaching deadline to Renew the contract with the King County landfill, the utility is faced with an opportunity to recommend a new longer waste management policy.

You have already accomplished a great deal by building SSW into an organization that can be effective in developing policy, but local organizations, politicians and members of the public have strong, competing perspectives about waste management in Seattle. In addition, confidence in Saw's ability to recommend a policy is low. Under these conditions, it is best if SSW does not make a recommendation about a longer waste management policy alone. Instead, you should engage key organizations and individuals whose support could strengthen Saw's legitimacy.

To determine a longer asset disposal policy, we recommend that you pursue one of two participatory decommissioning processes: the first includes the public, along with local politicians and administrators. If time constraints allow, we feel that this is your best bet to increase Saw's legitimacy and gain support and cooperation for the policy. The second exclusively includes local politicians and administrators. This second process would increase the utility legitimacy on a more limited level, but may be

preferable if time constraints prevent you from pursuing the more inclusive process. "