



Selling WhiteWater Worksheet: Interview Excellence Partnership (IEP)

FLIP26 Commitment: Fairness, Love, Integrity, Partnership

Selling WhiteWater: 30-Second Elevator Speech Builder

Purpose:

Help Hiring Managers communicate *why WhiteWater* clearly and authentically, in their own words.

Step 1: The 3 Required Elements

Your elevator speech must include all three. Order is up to you.

Who We Are (Stability & Credibility)

In your own words, how would you describe WhiteWater as a company?

- Scale, growth, longevity, leadership strength
- What makes us real and established?

Notes (bullet points only):

How We Treat People (Culture)

How do Respect & Communication show up day to day?

- Expectations
- Leadership behavior
- Support and accountability

Notes (bullet points only):





Why It Matters to *Them* (Opportunity)

Why would *this candidate* care?

- Growth
- Benefits
- Development
- Stability
- Exposure

Notes (bullet points only):

Step 2: Pressure Test (Answer Yes or No)

- Does this sound like *me*?
- Could I say this without notes?
- Would this make a candidate want to keep listening?

If "no," simplify.

Step 3: Final Rule

- 30 seconds
- No memorization
- No corporate language

