



Elevator Pitch for Founders: Unify Mixed Experience

When Two Founder Profiles Tell Different Stories - Building Your Elevator Pitch From Scattered Experience

If you freeze when someone asks what your company does, the problem usually isn't confidence or word choice. It's that you're trying to compress scattered experience into a single sentence before you've done the strategic synthesis.

I used to freeze when someone asked what my company did. Not because I didn't know. I knew exactly what problems we solved and how we solved them. But when I tried to explain it, the words came out as a jumbled mess of organizational performance, culture work, and consulting language that made perfect sense to me and almost none to anyone else.

The real issue wasn't communication skill. It was that I was trying to force two different professional backgrounds into a single elevator pitch without doing the synthesis work first. That's the faint glimmer in the blackness for a lot of founders: what feels like a messaging problem is often a clarity problem upstream.

The Hidden Constraint Behind Founder Pitch Paralysis

Most founders think they need better words when they actually need better clarity. When you can't explain what you do, it's usually because you haven't fully resolved what you do at the strategic level.

That gets sharper in partnerships where each founder brings different expertise.



You end up with two LinkedIn profiles telling two different stories, with no clear bridge between them. One founder may be comfortable talking about the business because their background tracks more directly to the offer. The other gets stuck because they're translating their experience through their partner's lens.

Your elevator pitch often breaks down before the sentence level. It breaks down at the level of strategic alignment.

Once you see that, the problem changes shape. You're not trying to polish a script. You're trying to identify the one problem your combined backgrounds uniquely equip you to solve.

Why the Standard Pitch Advice Fails

Most elevator pitch advice assumes you already know what you do. It focuses on structure, brevity, and delivery when the real issue is definitional. You can't build compelling language around a value proposition that hasn't been synthesized.

So what happens? You describe organizational performance work, but it sounds broad. You mention culture consulting, but it blends into every other claim in the market. You try to include both founders' backgrounds, and the whole thing starts to feel diffuse.

The problem isn't delivery. It's that you're pitching from two separate professional identities instead of one unified offering. Until that changes, even a well-written elevator pitch for founders will still feel slippery in conversation.

The Profile Synthesis Method

The breakthrough for me came when I stopped trying to write a pitch and started looking at what our combined expertise actually solved. That's the core of the Triangulation Method: not forcing overlap, but identifying the gap that becomes visible only when both profiles are considered together.

Start with your LinkedIn profiles, but don't ask where they match. Ask what organizational gap they reveal together. One founder may bring deep operational experience while the other brings strategic consulting strength. The value isn't

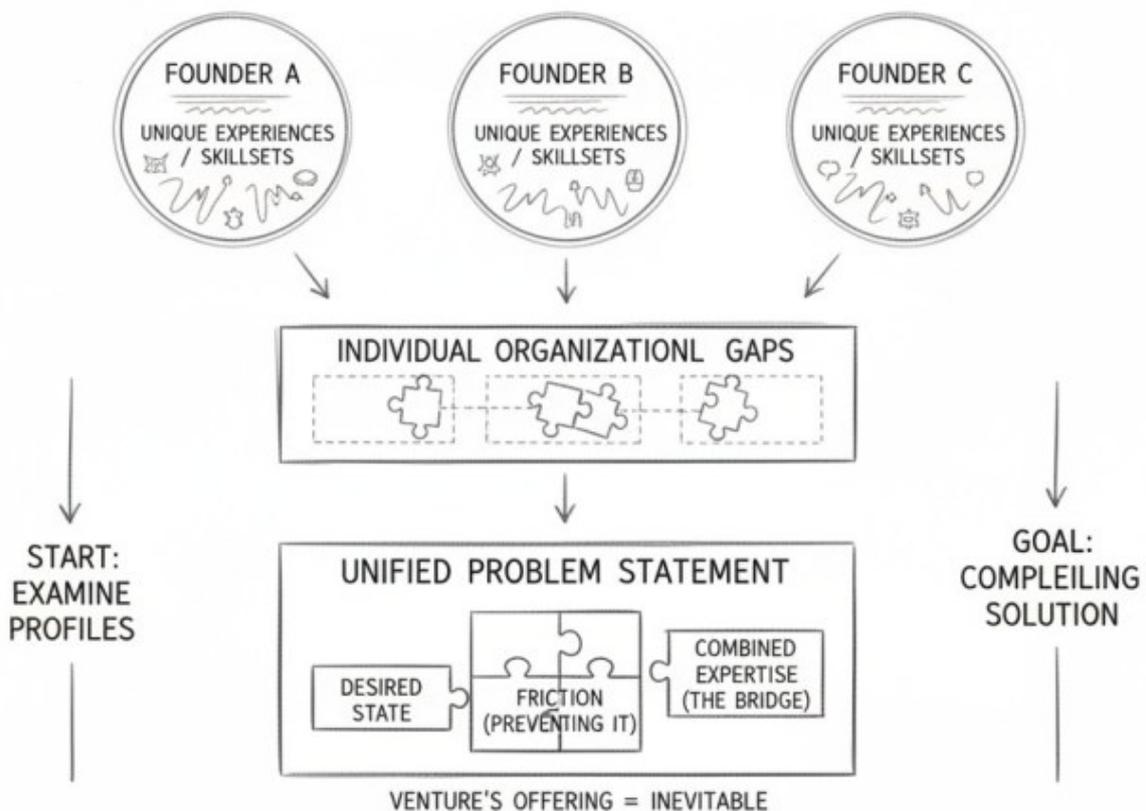


sitting inside either profile on its own. It appears in the problem that requires both.

For example, if one founder understands how high-performing teams operate and the other knows how to diagnose why teams fail, the combined value may be this: “We help organizations close the gap between knowing what good performance looks like and achieving it consistently.”

That lands differently because it's not a category label. It's a defined problem with a practical outcome. It also gives both founders a story they can stand inside without stretching.

PROFILE SYNTHESIS METHOD



What Good Synthesis Looks Like

A strong value proposition usually does three things at once. It names a specific organizational state, explains why that state persists, and shows why your combined expertise is the bridge. In other words, the desire is clear, the friction is



real, the belief feels plausible, the mechanism is visible, and the conditions for choosing you make sense.

Here's the decision bridge in plain terms: your audience wants a better result, but they're stuck because something structural keeps getting in the way. They need to believe you understand that friction better than a generic provider does. Then they need to hear a mechanism they can picture, not just a promise. When those pieces align, the decision conditions become obvious: if they have this gap, and your combined experience is built to close it, your offer becomes legible.

A synthesized statement might sound like this: “Most organizations know what high performance looks like but can't sustain it because they're missing the connection between culture design and operational execution. We build that bridge.”

The best pitch isn't the shortest one. It's the one that makes your combined expertise feel inevitable.

By contrast, “We do organizational performance and culture consulting to help companies improve” stays at the level of description. It names fields, not a problem. It tells people what bucket to place you in, but not why your particular combination matters.

Testing Your Synthesis

Once you have a draft, test whether someone who's never met you can explain what you do after hearing it once. If they can't, you're probably still describing capabilities instead of naming a solvable problem.

There's also an internal test, and it's just as important. Does the pitch feel true to both founders? If one person can say it with conviction and the other can't, the synthesis isn't finished. Keep refining until both people can own the language without translating themselves out of it.

The Calibration Problem

This is where a lot of founders stall. They assume the pitch has to be perfect before they can use it. It doesn't. Synthesis is iterative, and the early versions are



supposed to be rough.

What matters is having something coherent enough to test. In low-stakes conversations, notice when people immediately understand the problem you solve and when they drift. That response will tell you whether your framing is too broad, too abstract, or still split between two identities.

The work isn't to produce a flawless line on the first pass. It's to keep narrowing until the right problem, mechanism, and outcome hold together naturally.

What This Means for You

If you're stuck on your elevator pitch, stop polishing the pitch for a moment and go upstream. Look at your combined professional backgrounds and ask what specific organizational problem requires both skill sets to solve.

Don't try to describe everything you can do. Focus on the one thing only your combination of experience makes credible. That's where positioning starts. Once that becomes clear, the elevator pitch gets simpler because it's no longer carrying the burden of unresolved strategy.

In the end, the words matter less than the synthesis behind them. When two founder profiles tell different stories, the answer isn't to force them into one polished sentence too early. It's to find the problem that makes both stories part of the same one.