

Do you ever find yourself struggling to find a short, simple way to explain Pathway — a way that will grab people’s attention without bogging them down with too many details?

This may be a solution for you — “Pathway in 30 Seconds.” It’s a simple outline that you can use whenever you need to briefly explain the program, such as in the following situations:

- When you introduce yourself at church
- When introducing Pathway during opening exercises in church
- When asked about Pathway by a prospective student or church member

Obviously, there’s more to Pathway than 30-seconds worth of information. When individuals express additional interest, leave them with a [Pathway flier or handout](#), or even a simple invitation to visit pathway.lds.org. These resources will help people further understand the program so they can decide whether to join or refer someone who may benefit.

The goal? Provide a quick, concise overview. Then, give additional details and resources to individuals who express additional interest.

Pathway in 30 Seconds

- Pathway is a one-year program that helps people start or return to college.
- Students earn 15 credits towards a degree
- Do assignments online and attend classes Thursday evening at a local church building or institute.
- After Pathway, students can earn up to a bachelors degree online through BYU-Idaho for a fraction of the cost of other schools.

It may be difficult to always deliver a full-hour presentation in ward and other settings (e.g. using the PowerPoint). Also, a bishop may be reluctant to allow you to come back a second time to give the same presentation. However, he may be more open to having you spend 10 minutes presenting about Pathway at the beginning of Sunday School or the third hour.

In these cases, consider using “Pathway in 7-10 Minutes.” The below outline can be used for shorter and perhaps more impactful presentations. As storytelling is involved, consider using this in conjunction with your “Effective Storytelling in Presentations” handout.

As there are details that will be left out of this presentation, use the one-page Pathway flyer. Listeners can address most of their basic questions through the handout. Remember that often times you are presenting Pathway to potential *recruiters* and not always to potential students. As such, always invite your listeners to share Pathway with someone they know who can benefit from it.

Remember to be concise and never go over the allotted time. Be willing to stay afterward to address additional questions individuals may have.

Pathway in 7-10 Minutes

- Brief opener to grab interest
- Pathway in 30 seconds
- Stories that contrast who Pathway is for (i.e. R.S. President/Less-active YSA)
- Provide Pathway flyer to provide details
- Conclude with testimonial by student or video
- Offer to stay after to answer questions