

# Elevator Pitch Activity

## Purpose:

**Can you describe your “It” in 2 minutes or less?** This activity is designed to help teams effectively describe the targeted evidence-based program/practice, innovation, or system change event (“It”) to any stakeholder. This process will help document and create an “Elevator Pitch” that can be used and improved over time.

## Let’s Try It! Scenario:

- You find yourself in an elevator with Bill Gates (or your favorite wealthy philanthropist).
- He/she asks what initiatives your organization is working on and you provide him/her with a **brief, clear, focused** and **compelling** answer.
- What will you say?

**Step 1: Individually, write down your 2 minute “Elevator Pitch.”**

## My Elevator Pitch:

Elements to include: 1) What is your “It”; 2) Who are the beneficiaries?; 3) Why is “It” important?; 4) How do you know it works?

**Step 2: Share your “Elevator Pitch” with your team.**

What did you learn from hearing other pitches?

**Step 3: *Either individually or with your team, redevelop a unified “Elevator Pitch.”***

### **My Updated Elevator Pitch:**

Elements to include: 1) What is your “It”; 2) Who are the beneficiaries?; 3) Why is “It” important?; 4) How do you know it works?

### ***Other questions to help craft your “Elevator Pitch:”***

1. In one or two sentences, describe why the “It” is important by aligning it to:
  - a. The values of other programs in your organization
  - b. Your organization’s values/culture
  - c. Intended outcomes
2. Clearly describe the non-negotiable features of the program.
  - a. How would your team know if each of those features are in place?
3. List two activities you can do to support building the capacity of “implementers” to apply the non-negotiable features as part of their daily practice.