From Pitch to Policy: The Basics of Elevator Pitches

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http://www.youtube.com/watch?v=Tq0tan49rmc
The Challenge

• Describe yourself, your policy goals and successes.
• Cover the big four: Experience, Values, Goals, and Vision.
• Fly over the forest; stay out of the trees.
• Present a strong vision that looks ahead to the big picture. Why do your goals matter? Why do they matter to you? To your team / colleagues? To decision makers in your field? To a lay audience?
• General Guidelines: http://www.crv.com/approach/what_we_look_for
The Nine Essential C’s

1. Concise
2. Clear
3. Compelling
4. Credible
5. Conceptual
6. Concrete
7. Customized
8. Consistent
9. Conversational
HBS Pitch Builder

1. WHO are you?

2. WHAT is your policy area?

3. WHY is it important? What is your goal?

4. HOW will you carry it through?

5. HOW MUCH / WHAT KIND of support do you need to carry it through?

Present yourself, your vision, your idea:
PEST Analysis

From Elevator Pitch to the Board Room
THE FULL PITCH:

1. WHAT issue/policy matters? Deliver a strong opening.
2. WHO are you? What are your qualifications?
3. WHAT is your project?
4. WHY is it important? What is the goal? What is the value/benefit of your policy or project? Who needs it? Why is it urgent?
5. HOW will you carry it out? SWOT. PEST. What policy alternatives exist? What are major barriers to carrying out your ideas? How will you overcome them?
6. How will you assess the benefit? When will that benefit accrue?
7. ASK: What do you need now to move forward?
8. CLOSE: Land your closing line memorably.

From Elevator Pitch to Decision Room
Target Your Audience

- Values resonate.
- Understand the importance of emotion.
- Translate for your target audience.
- Images matter.
- Keep it simple.
- Use active words.
- Know your audience of decision makers and stakeholders. Acknowledge their values / goals.
- Are you trying to convince people who think like you or is your target audience somehow opposed?
- What are your shared values and goals?
- What words make them hear that your idea matters to them?

The Elevator Pitch
Framing Your Pitch

- What is your credibility? What is your expertise?
- What is the need? Why does the policy matter to other groups? What should be done?
- What are your values? What are the phrases that express common values – between you and your target decision maker, between you and dominant thinking in your policy area?
- Who benefits from your policy idea? Or if you are seeking a job, how does the organization benefit from hiring you?
- Who does your pitch leave out? Is that a strategic choice?
- Revise your message, create your pitch.

The Elevator Pitch: How Values Sell You and Your Project