

# From Pitch to Policy:

*The Basics of Elevator Pitches*

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A photograph of an elevator lobby. The walls are a dark, textured green. On the right wall, there is a large, illuminated sign that reads "Elevator Pitch" in white, sans-serif capital letters. The sign is mounted on a dark, possibly black, rectangular panel. The lighting is soft, coming from recessed ceiling lights, creating a professional and modern atmosphere.

Elevator  
Pitch

<http://www.youtube.com/watch?v=Tq0tan49rmc>

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# 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](http://www.crv.com/approach/what_we_look_for)

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# The Nine Essential C's

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

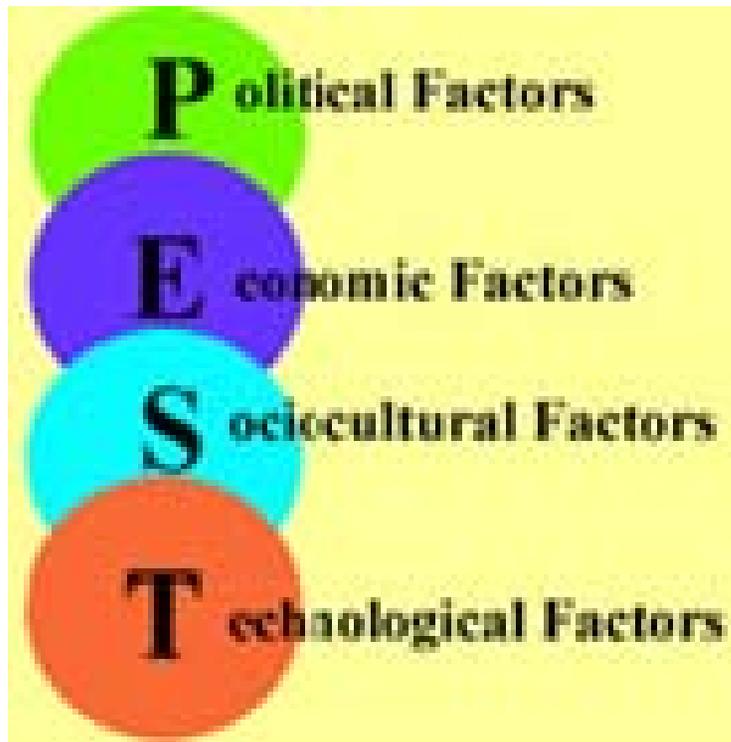
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# HBS Pitch Builder

- 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?**

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# PEST Analysis



# SWOT Analysis





# **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.**
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# 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?

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# Framing Your Pitch

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- *What is your credibility? What is your expertise?*
  - *What is the need? Why does the policy matter to other groups? What should be done ?*

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- *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?*

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- *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?*

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- *Revise your message, create your pitch.*