

Elevator pitch template

People need to understand why you want to engage with them. Develop a concise narrative about what you are planning to do, how you will do it and why, and the role consumers, family, whānau and staff can play.

Summary steps for elevator pitch

1. Outline the challenge or opportunity for improvement.
2. Share the high-level goal of the improvement project and why the project is important to the organisation/ward/department and to you personally.
3. Clearly invite the person/group to contribute and state what specific expertise or knowledge they have that is essential for success.
4. Describe how and when you would like them to contribute.
5. Ask them if they would like to contribute

Before using the elevator pitch with others, you need to test it. Start by reading it aloud and use a stopwatch to time how long it takes. Ask others to listen to it and give you some feedback on what they understand about the work and what you are asking of them. It's usual to refine the pitch a number of times. Try to cut out anything that doesn't absolutely need to be there. Remember, your pitch needs to be short, engaging, informative and compelling.

Elevator pitch



Hello, my name is ... *continue with introductions.*

Could I please talk to you about a project we want to start?