

ELEVATOR PITCH

Your team will be interacting with lots of parties in this project – from patients and staff you’d like to interview, to decision makers in your organization, to external stakeholders you might want to bring on board to your project. Having a concise statement that your team agrees on will let you quickly get to the point and capture people’s attention. Imagine you are in an elevator with someone – keep the pitch short and clear make “the ask” before the ride ends.

WHO ARE YOU?

Problem: What is the problem you are trying to solve?

Aim: What is the big picture goal? What does your team want to accomplish?

Impact: Why is this problem important? Who will benefit from solving it?

notes:

THE ASK

How can they help? (brainstorm how make it relevant for patients, staff, external stakeholders, etc.)

notes:

OUR ELEVATOR PITCH: