

## Crafting a Pitch to interested people

It can take some time to get your pitch right. You'll likely go through several versions before finding one that is compelling, and that sounds natural in conversation.

Follow these steps to create a great pitch, but bear in mind that you'll need to vary your approach depending on what your pitch is about.

Since most pitches start from the thought solution and end before its implementation you need to focus on:

The teams proposed thought solution to the issue  
What does the team see next step to make it real  
What open issues are still in the proposed solution  
Overview of our process & our measurements  
Benefits of the solution  
How did the team meet its goals and standards

Discussion on where the process “ends”

- With recommendations (may be broad) and also specific next steps for the team (within the control of the team for now) .. and this may lead to other implementation concerns, for instance as part of a subsequent phase
- How much of the actual “actions” and “implementation” of solutions is included in the process may have some implications for the charter and problem definition – towards results that are achievable by the team without others, or simply towards results that are to make a pitch and gain tracking (perhaps for a trial) with other stakeholders or decision-makers
- The end should also include a final reflection (achieving goals, team/society, true to charter)

