

# Elevator Pitch



An elevator pitch template helps you create a clear, concise explanation of why your project, or feature exists. So concise, in fact, that you could explain it during the course of an elevator ride.

## USE THIS PLAY TO...

Set your team up with a consistent and simple explanation of your work and the value it delivers to your customers.

If you're struggling with shared understanding, one-pager, or service mandate on your Health Monitor, running this play might help.

 <b>PEOPLE</b> 4 - 8	 <b>DIFFICULTY</b> Moderate	 <b>TIME</b> 1 hr
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## RUNNING THE PLAY

Include the elevator pitch template below in your meeting invite, and challenge your team to arrive with ideas for how to fill in those blanks. It's like MadLibs™, but for the office!

### STEP 1

**Introduce the elevator pitch template (5 min)**

For [TARGET CUSTOMER TYPE] who want to [NEED / DESIRE], [PRODUCT / FEATURE] is a [MARKET CATEGORY] that [KEY BENEFIT].

Remind your team that your goal for the session is to come up with a snappy one-liner describing the work you're doing. Hand out sticky notes and pens or markers..

### STEP 2

**Write lots of elevator pitches (15 min)**

Working individually (or in pairs, for groups larger than eight), fill in the blanks in the template using a sticky note for each blank. There are no wrong answers here, so just let the ideas flow. Feel free to create a few versions of the pitch if inspiration strikes.

Remember: this is not the same as a vision. It's narrower than that. The elevator pitch is a way for you to articulate what's valuable to customers about your product or service, in contrast to anything else that might be on offer.

### STEP 3

**Pitch to your team (10 min)**

Take turns and have each team member (or group) walk through their pitch, and add their sticky note for each blank.

Be careful not to get caught using team- or organization-specific jargon or (horrors!) acronyms.

### STEP 4

**Discuss and vote (20 min)**

Dig deeper to understand each area. Challenge each other and discuss the phrases that resonate the strongest. Then give everyone a marker and ask them to vote by placing a dot on their favorite sticky for each area.

### STEP 5

**Bring it all together (10 min)**

Tally up the votes and massage the pitch into a single statement using the top-voted stickies from each area.

If you're struggling to reach consensus, go deeper. Ask each team member to consider:

What would happen if our product, project or feature didn't exist? What do we do that others don't?

What would we (the organization) lose without this product, project or feature?

Who would suffer or be affected?

Who are our users or customers?