THE BIG IDEA



THE PROBLEM



THE PRODUCT



STRATEGIC ALIGNMENT



VALIDATION



OBJECTIONS



LEARNINGS



THE ASK



TIMELINE



WHY YOU?





THE BIG IDEA

In **2-3 sentences,** what is the pitch all about?

What is the central topic of **change**?

The **improvement** you propose?



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Can you quantify it?

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Customers lose patience with the process"

"They waste over **10 hours** per month"

"**32%** of customers drop off during the process"



PRODUCT

Project, Proposition, Proposal

How do you propose
to **solve** the problem?

What **improves** as a **result**
of your proposition?

By **how much?**



PRODUCT

Note: the ‘product’ is not the most important thing

Testing, **validating**, learning, **strategic** alignment, working as a **cross functional** team…



STRATEGIC ALIGNMENT

How does your proposition **match** the company's **strategy** and **ambitions?**

What's the possible **opportunity** of the proposal?



VALIDATION

What have you done to **test** the solution?

Parts of the **organisation** already on-board?

How have you **engaged** with **potential customers?**



OBJECTIONS

Any common **misconceptions** or barriers to deal with?

eg - *'We tried that a couple of years ago - it will never work!'*



LEARNINGS

What did the process teach us?

Testing, **validating**, learning, **strategic** alignment, working as a **cross functional** team…



WHAT DO YOU NEED TO MAKE IT HAPPEN?

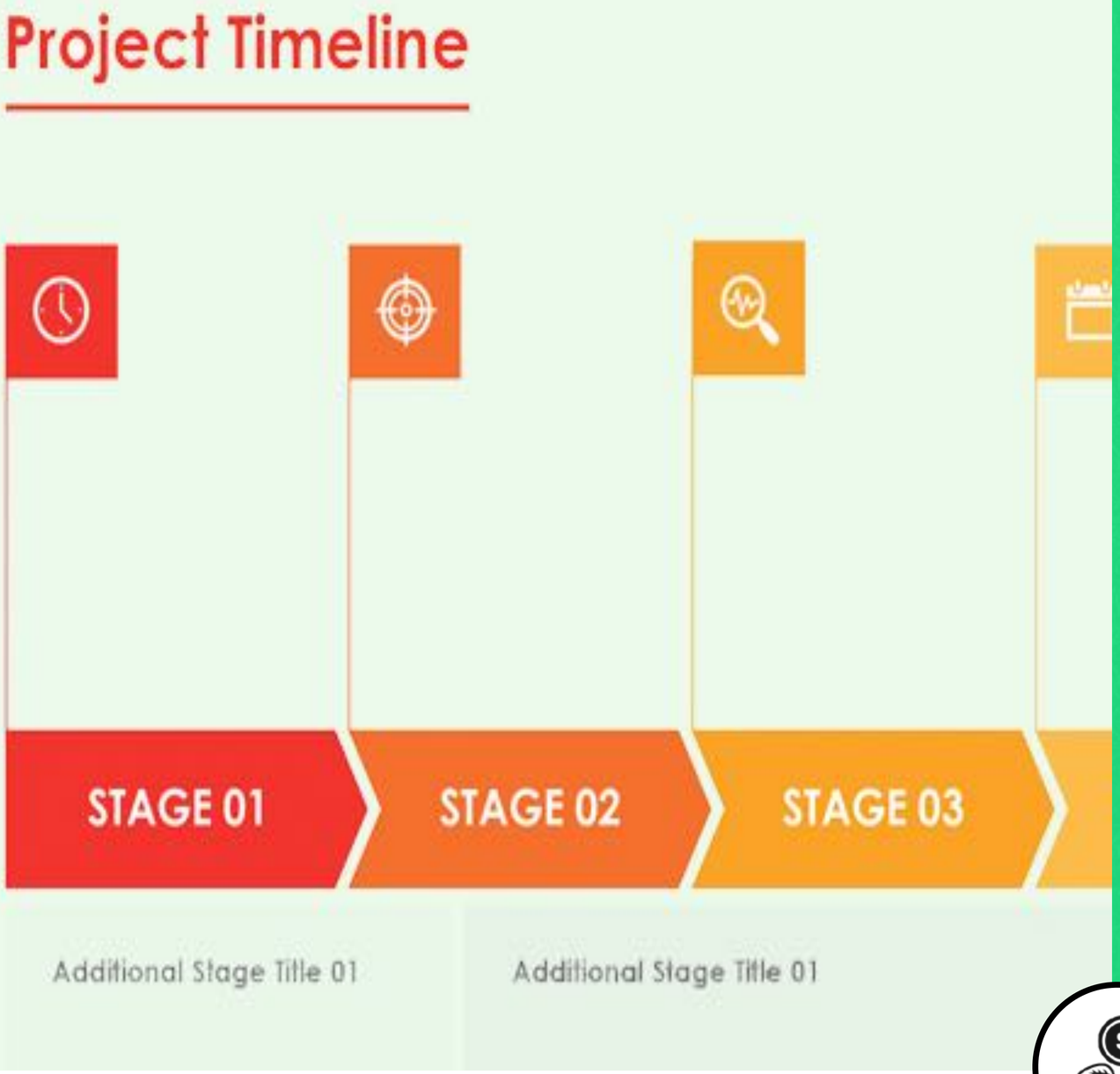
People, resources?

Time **commitment**?

Money?

Feedback?

Project Sponsorship?



TIMELINE

What happens, **when**?

What happens **next** - first steps?

Keep it **high level**: not detailed project plans

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?



WHY YOU?

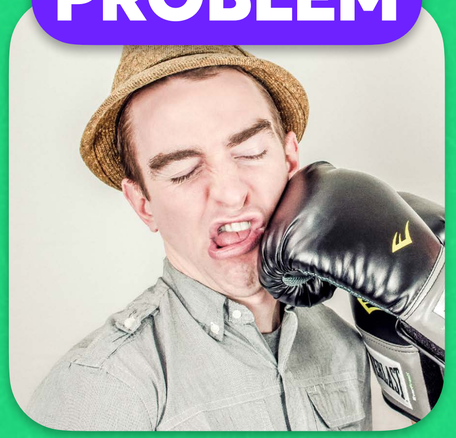
Why do you **believe** in your proposition?

Your **Enthusiasm** Counts!

THE BIG IDEA



THE PROBLEM



THE PRODUCT



STRATEGIC ALIGNMENT



VALIDATION



OBJECTIONS



LEARNINGS



THE ASK



TIMELINE



WHY YOU?

