

Elevator Pitch



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Elevator Pitch

You will have probably heard of elevator pitches. They're a great way to articulate the change that you're trying to make, to create a consistent message across the team or your organisation. It helps to capture what you're doing, why and how people can get involved. Don't worry, it's not a script. It helps to clarify the change you are making so that is it:

- Easier for you to deliver and prioritise
- Easier for others to engage with
- Consistently understood among your leaders and trustees
- Easier for partners and staff to contribute to

We've included some examples, some tips and a blank matrix for you to use.



Elevator Pitch

Work as an organisational group

Complete the matrix looking reflecting on what you are doing, why you are doing it at the top. Underneath reflect on what you are doing now (this will evolve over time) and what you are specifically asking people to do to support your change.

Tip – keep your ‘Why you’re doing it’ to four or five reasons. Include meaningful data and make sure that there is a healthy balance of opportunities and threats.

Elevator pitch 	
What we're doing: We are creating a more commercial culture, that will generate additional income, and we are improving our visitor experience to increase retention and repeat visits	Why we're doing it: (Shared Need) <ol style="list-style-type: none">1. We need to diversify our income, since we have received a reduction of 25% from ACE core and additional funding2. We waste space, and don't explore opportunities to engage other types of organisation to work in our venue3. Audiences tell us that the venue is intimidating, hard to navigate and sometimes unwelcoming4. The other arts organisations in our town are more connected, more loved and more used.5. We are committed to developing and learning with our audiences and they need to come more than once for <u>this</u> to happen
What we're doing now	What we need from you





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<p>What we're doing:</p> <p>This should be a really crisp, clear articulation of the change that you're making.</p> <p>Is it inspiring? Is it concrete?</p>	<p>Why we're doing it: (<i>Shared Need</i>)</p> <p>You might use an opportunity / threat matrix / PESTLE / SWOT / market analysis to inform this.</p> <p>Keep this to 4 or 5 key elements, include data, and make sure there's a healthy balance of positive and negative. Why isn't the status quo OK?</p>
<p>What we're doing now:</p> <p>We're at this stage... talk about what's happening this month, this quarter.</p> <p>This part of the matrix is likely to change from time to time.</p>	<p>What we need from you (informed by a stakeholder map)</p> <p>This is going to be different for different people</p> <p>Try to be as specific as possible – I want you to join / collaborate / critique / explore / support / get involved with</p>



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What we're doing:

We are creating a more commercial culture, that will generate additional income, and we are improving our visitor experience to increase retention and repeat visits

Why we're doing it:

1. We need to diversify our income, since we have received a reduction of 25% from ACE core and additional funding
2. We waste space, and don't explore opportunities to engage other types of organisation to work in our venue
3. Audiences tell us that the venue is intimidating, hard to navigate and sometimes unwelcoming
4. The other arts organisations in our town are more connected, more loved and more used.
5. We are committed to developing and learning with our audiences and they need to come more than once for this to happen

What we're doing now

We've just got started, and we've confirmed what and why, and now we're listening to our partners and staff to get clearer about how we are going to get there.

What we need from you (informed by stakeholder map)

Tell us what you think – meet with me in the next couple weeks.. We need to know what looks right, what needs more work, and what else you'd like this change to achieve.

Work through the implications for you, your team and the ways you work – so that we can feed that into our plans

Tell us what you'll need to make it happen, so that we can enable the change

Tell other people about this work and what you think it's potential is.

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What we're doing:

Why we're doing it: (*Shared Need*)

What we're doing now:

What we need from you (informed by a stakeholder map):

We hope you found this tool useful. If you'd like to connect with Change Creation, find out more about the changes that we're delivering, the organisations that we're working with, we'd love to [hear from you](#).



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