Assignment 4: Policy Pitch

This is a verbal presentation in ***insert date.*** A three-minute policy pitch is a persuasive, accurate, and pithy (succinct, concise) assessment of an issue. A policy-focused pitch conveys, as concisely as possible, the following:

* A recommendation that you want a policy maker to act on.
* Why they should want to act.
* What the results of that action will be.

Unlike policy memos, full meetings, or presentations, it does not need to include a detailed plan of action. Policy pitches are very valuable when attempting to initiate a longer conversation with someone who might normally only have a short time to talk with you, such as a legislator.

Learning how to give a good elevator pitch will help you talk to people about the policy and program issues that matter to you, your clients/patient, and your community.

**\*CRITICAL COMPONENTS OF THE POLICY PITCH**

1. **Performance**

**Appearance and Posture:**

* + Professionally dressed.
	+ Poised: calm, cool and collected.

# Confidence:

* + Eye contact.
	+ Enthusiasm for topic.
	+ Engaging.

# Presentation

**Clear and Concise:**

* + Get to the point—Succinct.
	+ Use clear, scholarly language—avoid colloquialisms and slang.

 **Persuasive:**

* + Demonstrate sincerity and your interest in fixing your problem – that is, what makes it persuasive! Bring the passion to your problem as you advocate for change.
	+ Sell your solution.

# Captures Attention:

* + Interpersonal and dynamic communication.
	+ Keep the interest of the listener.

# Expectations

**Clearly Stated Policy Gap:**

* Summary Sentence: Start off with a concise introduction to your idea. This should only take 10–15 seconds to deliver.
* The Problem: What is wrong with the existing services/policy/law? Personalize the presentation by telling a very brief story about how you came to see the gap and the people that are affected by the problem.
* The Consequences of the Problem: The psychological and/or physical the problem causes. Be specific (e.g. money, time, spread of disease etc.). Communicate a sense of value, empathy, and urgency.

# Clearly Stated Goals to Close the Gap:

* The Solution: What is your solution and how it is unique, **NOT** how it works. No technical jargon and no acronyms—remember you are talking to a legislator who, by and large, is not a health care provider!

# Realistic:

* Consider how feasible your request is—can it realistically be done?

# Timing

* Appropriate Time Length: Approximately 3 minutes (no longer than 5 minutes).

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|  | **Policy Pitch** |
| **Criteria** | **Ratings** |
| Critical Components of the Policy Pitch(80 points) See AssignmentDescriptionfor moredetails:PerformancePresentationExpectationsTiming | **Excellent (score range****72-80)**Performance: -All members appear professionallydressed and poised - All members make eye contact and demonstrateconfidence and enthusiasm Presentation: - Speech is clear, concise and persuasive- The presentationcaptures theaudience's attention Expectations: - A policy gap orneed is clearlypresented, anda goal/solution is clearlyproposed - The proposedsolution isrealistic Timing:- Pitch is completed in 3-5 minutes | **Good (score range 64-71)**Performance: - Most membersappear professionally dressed andpoised - Most members makeeye contact and demonstrate confidence andenthusiasm Presentation: - Speech ismostly clear, concise andpersuasive - The presentationmostly capturesthe audienceattention Expectations: - A policy gap or need is broadly presented, anda goal/solution is clearlyproposed - The proposedsolution isrealistic Timing:- Pitch is completed in 3-5 minutes | **Fair (score range 60-63)**Performance: - Half of themembers appear professionallydressed and poised - Half of the members make eye contact and demonstrate confidence and enthusiasmPresentation: - Speech issomewhat clear, slightly ramblingbut stillpersuasive - The presentation captures theaudienceattention at keypointsExpectations: - A policy gap orneed is broadlypresented, anda goal/solutionis broadly proposed - The proposedsolution is realistic Timing:- Pitch iscompleted in 5-6 minutes | **Needs Improvement****(score range 1-****59)**Performance: - Some members appearprofessionally dressed and poised - Some members make eye contact and demonstrate confidence and enthusiasmPresentation: - Speech issomewhat clear, rambling, andlackspersuasiveness - The presentationslightly captures the audienceattentionExpectations: - A policy gap orneed is not clearly presented, and agoal/solution isbroadly proposed- The proposedsolution is not realistic Timing: - Pitch is completed in over 6 minutes | **Unsatisfactory (no credit)**Performance: - No membersappear professionally dressed andpoised - No members make eye contact and demonstrate confidence andenthusiasm Presentation: - Speech is vague,rambling and lackspersuasiveness - The presentationdoes not capturethe audienceattentionExpectations: - A policy gap orneed is not clearly presented, and agoal/solution is not clearly proposed - The proposed solution is not realisticTiming: - Pitch is completed in over 10 minutes |
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| Overall RecipientImpression (20 points) | **Excellent (score range 1-20)**The listener wouldimmediately schedule anothermeeting to pursue thesolution | **Good (score range 16-17)**The listener would set up another meeting after receiving additional information. | **Fair (score range 14-15)**The listener would consider setting upanother meeting with a lowerlevel stafferafter receiving additionalinformation | **Needs Improvement (score range 1-13)** The listener would not have enough information to decide and would take no further action. | **Unsatisfactory (no credit)**The listener would not listen to theentire proposal, cut short the encounter and/or would take no further action |