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 Assignment  Description  for more  details:  Performance  Presentation  Expectations  Timing | **Excellent (score range**  **72-80)**  Performance:  -All members appear professionally  dressed and poised  - All members make eye contact and demonstrate  confidence and enthusiasm Presentation:  - Speech is clear, concise and persuasive  - The presentation  captures the  audience's attention Expectations:  - A policy gap or  need is clearly  presented, and  a goal/solution is clearly  proposed  - The proposed  solution is  realistic  Timing:  - Pitch is completed in 3-5 minutes | **Good (score range 64-71)**  Performance:  - Most members  appear professionally dressed and  poised - Most members make  eye contact and demonstrate confidence and  enthusiasm Presentation: - Speech is  mostly clear, concise and  persuasive  - The presentation  mostly captures  the audience  attention Expectations:  - A policy gap or need is broadly presented, and  a goal/solution is clearly  proposed  - The proposed  solution is  realistic  Timing:  - Pitch is completed in 3-  5 minutes | **Fair (score range 60-63)**  Performance:  - Half of the  members appear professionally  dressed and poised  - Half of the members make eye contact and demonstrate confidence and enthusiasm  Presentation:  - Speech is  somewhat clear, slightly rambling  but still  persuasive  - The presentation captures the  audience  attention at key  points  Expectations: - A policy gap or  need is broadly  presented, and  a goal/solution  is broadly proposed  - The proposed  solution is realistic  Timing:  - Pitch is  completed in 5-  6 minutes | | **Needs Improvement**  **(score range 1-**  **59)**  Performance:  - Some members appear  professionally dressed and poised  - Some members make eye contact and demonstrate confidence and enthusiasm  Presentation:  - Speech is  somewhat clear, rambling, and  lacks  persuasiveness  - The presentation  slightly captures the audience  attention  Expectations:  - A policy gap or  need is not clearly presented, and a  goal/solution is  broadly proposed  - The proposed  solution is not realistic  Timing:  - Pitch is completed in over 6 minutes | **Unsatisfactory (no credit)**  Performance:  - No members  appear professionally dressed and  poised  - No members make eye contact and demonstrate confidence and  enthusiasm Presentation:  - Speech is vague,  rambling and lacks  persuasiveness  - The presentation  does not capture  the audience  attention  Expectations:  - A policy gap or  need is not clearly presented, and a  goal/solution is not clearly proposed  - The proposed solution is not realistic  Timing:  - Pitch is completed in over 10 minutes |
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| Overall Recipient  Impression (20 points) | **Excellent (score range 1-20)**  The listener would  immediately schedule another  meeting to pursue the  solution | **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 up  another meeting with a lower  level staffer  after receiving additional  information | **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 the  entire proposal, cut short the encounter and/or would take no further action |