



Storytelling / Elevator Pitch

Exercise #1

WHO ARE YOU PLANNING TO TALK TO? WHAT IS THEIR BACKGROUND, EDUCATION AND BELIEFS?

PROBLEM

- *What problem is your organization trying to solve?*

- *Why does this problem exist? What is the root cause?*

ORGANIZATION

- *What is your organization's solution? How is your organization different?*

- *What happens if nothing is done?*

CARE & CONCERN

- *Why should they care? Why should they care now?*

ACTION

- *What can they do?*

PARTNER COMMENTS/SUGGESTIONS
