



Pitching Framework

Sharing your idea and influencing others

Why is this tool useful?

It can be difficult to communicate the value and the nuances of how you reached your idea to people who did not go on the journey with you. From articulating the challenges along the way to the value of working with end user's.

This tool helps you break down your co-design journey and share the most important aspects with other people to gain support and influence change.

When to use it

Once you have reached a point where you are ready to share your idea with others - use this tool to start talking about it - whether it is for a presentation or just a conversation over coffee

Time
60 mins

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What is your problem area?

Share from the perspective of your end user, how does this problem impact them and how does it make them feel?

The Challenge

What existing assumptions were challenged when you engaged with end users? How did this impact your understanding of the problem?

Tips

For the challenge and opportunity describe your 'aha' moment when exploring your problem and opportunity in your context? Share how you came about your How Might We question

What is the opportunity?

*How might we..?
Include your aha moment!*

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What is your idea?

*What is your idea? (One liner & demonstrate it)
3 key features of your idea?*

What are the benefits?

*How does it directly relieve the pain?
Think about immediate benefits, as well as potential future
benefits. Think about all stakeholders and users and how the
solution benefits them.*

Tips

Make your call to action **tangible, actionable,
achievable and compelling**

Call to action

*What action would you like your audience to take?
What resources and support do you need?*