

Influencing Active Living Policy and Practice: How Can I Improve My Pitch?

Strategies for an Effective Pitch

Top recommendations:

1. Be specific
 - a. Have a clear ask
 - b. Be clear about supporting evidence
 - c. Show a clear relationship of shared interests and need
2. See it from the other side
 - a. Be aware of financial costs and who is responsible for paying for the proposed idea
 - b. Be aware of opposing viewpoints
 - c. Anticipate potential barriers and have potential solutions ready
3. Be relevant
 - a. Know the policy, political, and organizational context

Other recommendations:

4. Start specific then generalize
 - a. Policy makers are generalists; researchers are specialists
5. Remember that establishing a relationship is a good outcome
 - a. Be sure to deliver on next steps/action items
 - b. Develop and maintain trusting relationship
6. Communicate with other party involved before taking results to the media
 - a. Good and bad news
7. End your pitch with clear and tangible next steps
8. Learn from your mistakes
 - a. Practice with people that will challenge you and offer constructive feedback and “What if?” questions
9. Be specific on how you want to collaborate
 - a. Come up with at least three ideas on how to collaborate
10. Have a strategic partner
 - a. Include a researcher, policy expert, and/or an advocate
 - b. Wait until back at the office to chat (No elevator/public transportation chats)
11. Listen
 - a. Read the situation and body language