

# Creating an Internal Elevator Pitch to Support Voice Initiatives



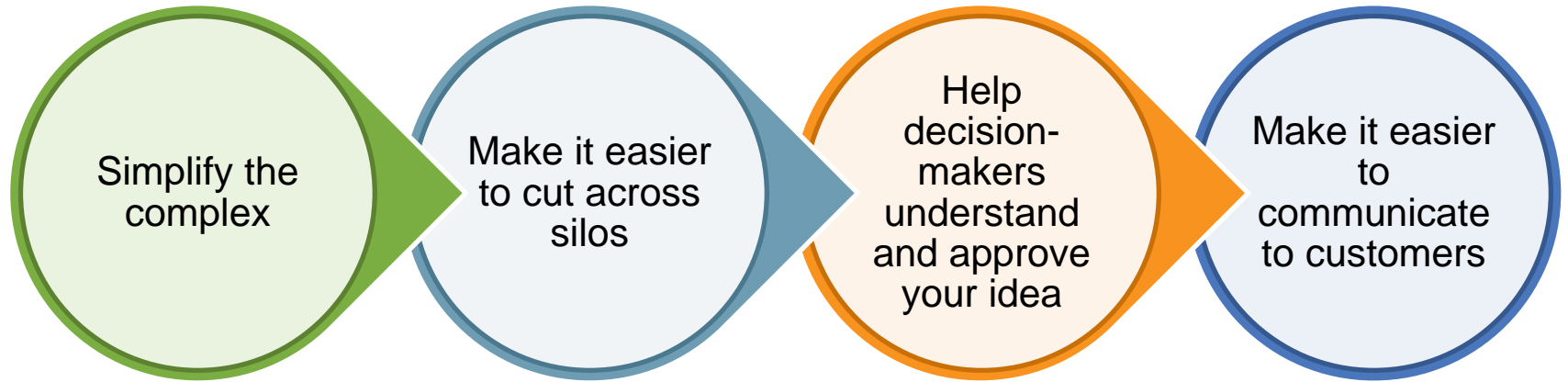
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# What is an elevator pitch?

- A quick and easy way to explain what you do (or would like to do) and why it's important and worthwhile
- In this context, the pitch will take the following general format:
  - We want to build [functionality] to help our customers [solve a problem] so that we can achieve [goals], and to do this we need [resources].

# Why do this?



# Time to ideate!

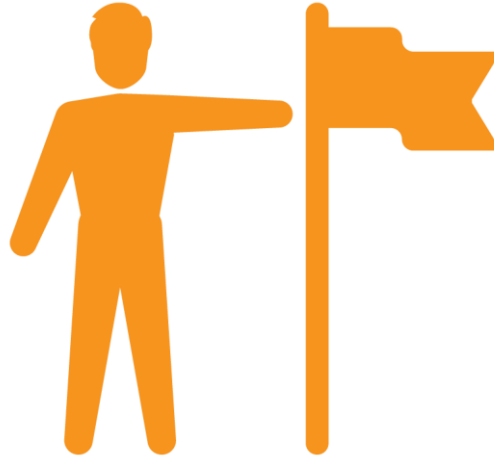


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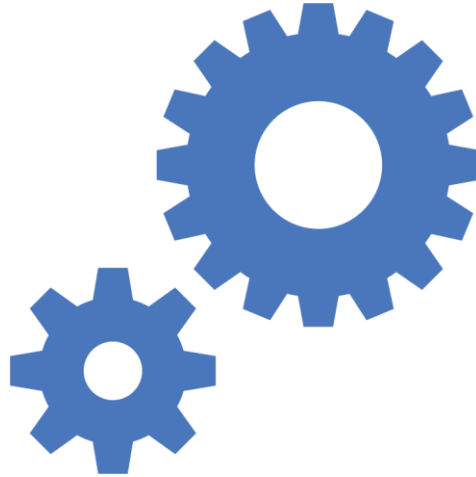
**First off, what's the biggest problem we want to help our customers solve?**



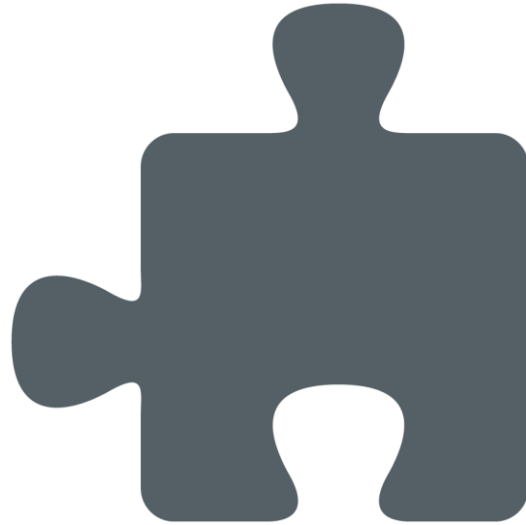
# How might this help meet existing utility goals?



# What functionality can help meet both these needs?



**What are the biggest resource constraints to creating that functionality?**





# Time to put it all together

“We want to build [functionality] to help our customers [solve a problem] so that we can achieve [goals], and to do this we need [resources].”