

## B.5: Exercise — Elevator Pitch

An “elevator pitch” is a critical communication tool, intended to spark interest in your IDS or a particular use case. The goal is to prepare a concise, compelling introduction that anyone can understand within 20-30 seconds and that can form the foundation for many other communications. It may seem straightforward, but succinctly and persuasively articulating the goals of an IDS to a non-technical audience takes practice.

In one sentence, describe the goals of your IDS’ latest use case for a stakeholder who is not familiar with you or your work. Even if you do not have a single concrete goal for how you will use administrative data, describe what you *hope* to accomplish. Be specific, but to the point. Use this opportunity to communicate the *top-level* benefits and values of your efforts. Avoid highly technical details or jargon.

For example:

- › *Too technical:* We integrate administrative data in a centralized repository to evaluate the impact of state-supported education programs for at-risk students’ attendance outcomes.
- › *Better, but still too detailed:* We combine administrative data from multiple agencies to better understand how successfully our schools are supporting children at risk of educational failure.
- › *Best:* We link data from public agencies to help our schools better serve the most vulnerable students in our community, both in and outside of school.

### ELEVATOR PITCH

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Once you’ve drafted your pitch, try it out, then ask friends, family, and colleagues in other departments to evaluate your performance. Have several IDS colleagues go through the same exercise, and distill the results into a high-level message that everyone is comfortable sharing publicly. IDS’ elevator pitches don’t need to be identical, but they should be consistent.