



Elevator Pitch for the Head Start Management Systems Wheel:

A step-by-step template for writing an effective and powerful elevator pitch

STEP 1: Briefly review the Head Start Management System Wheel (HSMSW).

STEP 2: Describe the purpose of the HSMSW and what it will do for your program.

STEP 3: Identify your ideal stakeholders and how the HSMSW will help them.

STEP 4: Explain what's unique and different about the HSMSW, and what sets it apart from the way Head Start management systems were presented in the past.

STEP 5: State what you want stakeholders to do next after embracing the HSMSW.

STEP 6: Create an attention-getting hook about the HSMSW that pulls people in and gets them engaged.

STEP 7: Put it all together.

Combine the statements you drafted in the previous steps, **putting Step 6 first**. Then, add transitions and edit it until it flows conversationally and captures the most important information. Try it out on the person next to you at your table.

Adapted from How to Write a Powerful Elevator Pitch [Blog post], The Balance Small Business (2017). Retrieved February 26, 2017 from <https://www.thebalance.com/how-to-write-an-elevator-pitch-2951690>

