

The 2-Minute Elevator Pitch

Craft a compelling, outcome-focused pitch for a real member in under two minutes.

PART 1 — Know your member

Who are you pitching to?

Name their role and what they care about most right now.

What is their #1 priority right now?

Choose one: Growth | Risk | Talent | Transformation | Stakeholder value

What pressure or challenge are they facing?

e.g. Regulation, budget cuts, talent shortage, board scrutiny

What peer or market context is relevant?

e.g. Competitors, sector trends, peers already involved

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PART 2 — Build your pitch

Lead with why it matters to them not what it is.

Write your opening line. Make it about their world, not yours.

Peer momentum

Who else is involved? What are peers doing?

The 'why now' urgency

What is the trigger — regulation, window of opportunity, sector shift?

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The outcome — what will they walk away with?

Frame in impact, not activity. Not 'you'll hear updates' 'you will help shape the industry response'.

Your full 2-minute pitch (written out):

Combine the elements above into a flowing 100–150 word pitch.

PART 3 — Partner checklist

Swap with your partner. Listen to their pitch and tick the boxes below. Add a note on how each element could be strengthened.

Your pitch should...		Notes / how to strengthen
<input type="checkbox"/>	Clear priority <i>Does it link directly to a member concern — growth, risk, talent, transformation, reputation?</i>	Your notes:
<input type="checkbox"/>	Peer relevance <i>Does it show what other members are doing or the value of peer-to-peer input?</i>	Your notes:
<input type="checkbox"/>	Outcome focused <i>Framed in terms of results or impact — not just activity?</i>	Your notes:
<input type="checkbox"/>	Urgency <i>Is there a 'why now'? — regulation coming, opportunity window, competitor moves.</i>	Your notes:
<input type="checkbox"/>	Concise ask <i>Under 2 minutes, no jargon or filler.</i>	Your notes:
<input type="checkbox"/>	Value exchange <i>Does it answer: 'What's in it for me and my organisation?'</i>	Your notes:

Reference example from the session:

✗ Weak pitch (activity-focused)	✓ Strong pitch (outcome-focused)
<p><i>"We've got another steering group meeting coming up. It would be great if you could attend so we can update you on the workstreams and share some of the progress that's been made."</i></p> <ul style="list-style-type: none"> • Talks about meetings and updates, not outcomes • No link to CEO priorities or urgency • Value is unclear — 'your input is appreciated' is weak 	<p><i>"Next month's steering meeting is focused on regulation changes that could impact profitability across our sector. Several of your peers have confirmed attendance, and we'll use the time to agree the coalition's response so our industry has a unified voice with policymakers."</i></p> <ul style="list-style-type: none"> • Anchored to member priority: risk + profitability • Uses peer influence — social proof in action • Creates urgency with a real, specific trigger • Clear value exchange: protect commercial interests