

# Elevator Pitch

Imagine a chance meeting with a team member or a key stakeholder in an empty elevator with **90 seconds** to ride. **Describe the need** for change **and the vision** of the project.

Use the following 4-part formula:

1. Describe what the change effort is about.

2. Explain why the change is important, highlighting key benefits.

3. Explain what success looks like.

4. Close with a call to action.