

INSPIRE: Readiness Pitch Worksheet

From Inspiration to Action

Your Pitch Worksheet

This worksheet should spur innovative thinking and turn insights into action for persistent problems in your health agency. Plan to complete this worksheet as a team as different perspectives bring forth comprehensive insights and ideas. Remember that this worksheet doesn't have to be completed in one sitting; it's designed to be revisited and revised as the team discovers new information and insights. Once completed, this worksheet can serve as a powerful tool to communicate and get buy-in for an innovation plan by providing a clear overview of the issue, solution, and implementation strategy.

First, read through the instructions and explore the tools and techniques for problem analysis, opportunity assessment, and strategizing on the next 2 pages.

After completing the worksheet, transform your insights into inspiration for your peers by sharing this worksheet with ASTHO via the [INSPIRE: Readiness website](#). By doing so, you're not just contributing to the growth of our community, but also paving the way for new insights, inspiring others, and encouraging innovation in public health readiness. ASTHO will review your worksheet and may ask to share your stories and insights.

Be a part of this change - [share your journey and INSPIRE others!](#)

Instructions

- 1. Define the Issue:** Describe the issue your agency is facing. The description should be clear and concise. Make sure to consider the impact and urgency of the issue. Utilize existing data (e.g., surveys, reports) and create a problem statement.
- 2. Identify Stakeholders:** Identify everyone affected by the issue and who could contribute to the solution. Create a stakeholder map and develop a tailored communication plan for each group. Have conversations with stakeholders who are knowledgeable about the systems and processes that generate the issue to expand your understanding.
- 3. Explore Opportunities:** Conduct brainstorming sessions to gather diverse perspectives on potential solutions. Document these ideas and consider their feasibility and potential impact.
- 4. Deliberate and Prioritize:** Based on brainstorming and stakeholder input, prioritize the opportunities. Think about your agency's capacity, readiness, alignment with policies, and available resources. Develop a strategic plan aligning with these considerations.
- 5. Assess Resources:** Understand the funding sources and policies that can support your change effort. Gather experience from stakeholders who have dealt with these sources and policies before. Inventory the resources already at your disposal. Consider how these resources can be repurposed or reallocated for maximum efficiency.
- 6. Secure Buy-in:** Prepare a compelling case for your change initiative to present to leaders and key stakeholders. Highlight the benefits.
- 7. Outline Actions:** After the strategic planning, list the specific tasks needed to implement the change. Assign responsibility, timelines, and tracking mechanisms for each task.
- 8. Prepare the Pitch:** Craft, design and deliver a compelling pitch articulating the issue, proposed solution, and organizational alignment, ensuring clarity and resonance with stakeholders to secure buy-in for successful implementation.

Useful Tools and Techniques for Problem Analysis, Opportunity Assessment and Strategizing

- The [Nine Windows](#) tool provides a framework for looking at a problem or issue through nine different lenses to consider a wide range of opportunities for improvement.
- The [Stakeholder Dynamics Mapping](#) tool will help you to map and interpret stakeholder dynamics.
- A cause and effect diagram, often called a [“fishbone” diagram](#), can help in brainstorming to identify possible causes of a problem and in sorting ideas into useful categories.
- A [PESTLE Chart](#) can be used to help you scan your organization’s environment for factors that could impact strategy development and implementation.
- The [Diagnostic Force Field Analysis](#) tool helps bring together the collective knowledge of stakeholders about the current state, compare positive and negative forces, and reflect on root causes before developing solutions.
- The [1-2-4-All](#) method enables you to engage everyone simultaneously in generating questions, ideas, and suggestions.
- A [PICK chart](#) can be used to rank solutions by considering their level of difficulty (the amount of scarce resources required) and the level of payoff (the improvement gain).
- A [Pre-Mortem Analysis](#) helps identify highly likely reasons for potential project failure to enable you to develop countermeasures to protect the project.
- The [A3 Problem Solving Report](#) can help concisely describe and document a problem solving process.

Problem Analysis and Opportunity Assessment



Conduct a comprehensive analysis to define the issue at hand, identify key stakeholders, explore viable opportunities, and prioritize actions. This process lays the groundwork for understanding the intricacies of the issue, the interests and potential contributions of involved parties, and the feasible solutions available, thereby forming a well-informed basis for subsequent strategic planning and an effective pitch.

1. Define the Issue



Describe the issue in concise, complete, and clear terms.

Type or write your answers to these suggested questions, and any of your own.

1. What is the problem, and why is it a problem?
2. What is the history of the problem?
3. What policies are related?
4. What areas of public health touch this issue?
5. Who is affected (populations, organizations, teams, etc.), and what are the consequences?
6. Is there urgency to resolve it, and why?
7. What already exists related to this issue? Why does this issue require a new solution?

Now summarize your thinking in 3 sentences.

1.
2.
3.



If you're using the interactive pdf, your 3 typed summary sentences above will automatically be pulled through to the Summary Sheet.



If you're filling them out by hand, you'll need to complete the Summary Sheet yourself.

2. Identify Stakeholders



Identify all individuals, groups, or entities who are impacted by the problem or would be a part of the solution.

Type or write your answers to these suggested questions, and any of your own.

1. Who is involved in the processes that create the issue?
2. Who has a vested interest in the outcome?
3. Which stakeholders might be willing to join or support your effort?
4. Which stakeholders will be important partners to execute this solution?
5. Which stakeholders could you engage to help you fully consider the pros/cons of this solutions?
6. Which stakeholders could you engage to help prioritize issues and solutions?

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3. Explore Opportunities



Explore potential solutions related to staffing, processes, training, location, funding, promotion, materials, and policies.

Type or write your answers to these suggested questions, and any of your own.

Can the issue be addressed through adjustments or alterations in terms of...

1. What are the steps in the process?
2. Who contributes to the process, and how do they collaborate?
3. How are people trained or prepared to do the work?
4. Where does the work happen?
5. How is the work funded?
6. How is the work promoted or shared?
7. What materials or supplies are used to do the work?
8. What policies shape how the work takes place?

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4. Deliberate and Prioritize



Evaluate identified solutions based on potential impact and required resources for implementation.

Type or write your answers to these suggested questions, and any of your own.

1. Do you have the necessary capacity to implement and sustain this solution?
2. Is there readiness and willingness to try this solution?
3. How well does the solution align with existing agency policies and practices?
4. Is the solution aligned with current agency priorities? If not, should it still be a priority?
5. How urgent is the implementation of the solution?
6. What is the feasibility of implementation?
7. Are there any federal, state, territorial, local, or tribal policies that make this solution a priority?

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Strategize

Develop a brief action plan to implement a solution that leverages existing resources, secures buy-in from key stakeholders, and executes with efficiency and effectiveness.



5. Assess Resources

Conduct a thorough review of assets including policy frameworks, human, financial, and material resources to ascertain the extent of available support for the prioritized initiative.



Type or write your answers to these suggested questions, and any of your own.

1. Which of your existing resources can help address the issue?
2. What resources exist that you may need access to (policy, processes, human, material, financial, etc.)?
3. Who can help you understand the financial, legal, and contractual aspects of the existing funding source(s) and policies you'd like to repurpose or reallocate?
4. What new resources will you need?
5. What partners can help you access new resources?
6. Will there be any barriers to using these resources in this solution?

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6. Secure Buy-In



Articulate the benefits and alignment of the initiative with the organization's strategic objectives to key stakeholders, tailoring the communication to address their interests and concerns to garner support.

Type or write your answers to these suggested questions, and any of your own.

1. Who is the audience for this pitch? Who needs to approve? External stakeholders, other teams, health agency leadership?
2. Why should this solution matter to health agency leadership?
3. What are the benefits of implementing this solution?
4. How does the solution align with the organization's mission, values, or strategic priorities?
5. How will you present and communicate solutions and your action plan to leadership and stakeholders to secure support?

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7. Outline Actions

Formulate a detailed action plan delineating the tasks, timelines, responsibilities, and mechanisms for tracking progress and communicating updates, ensuring coordinated action and accountability among all involved parties.



Type or write your answers to these suggested questions, and any of your own.

1. What will you consider success?
2. What are the tasks that need to be completed?
3. What is the timeline for these tasks?
4. Who should be responsible for each task?
5. How will progress be tracked?
6. How will progress be communicated?
7. Who needs to give input on this plan?

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Pitch



Craft a compelling pitch to articulate the issue, proposed solution, and alignment with organizational objectives. Ensure meticulous preparation and rehearsal for clarity, resonance with the audience, and persuasive delivery to secure stakeholder buy-in and facilitate successful execution.

8. Prepare the Pitch

Tailor the narrative to resonate with the audience's values and concerns, rehearse delivery for a clear, compelling presentation, and prepare responses to potential questions or challenges to maintain a poised and informed stance during the pitch.



Type or write your answers to these suggested questions, and any of your own.

1. Is the issue and proposed solution clearly and easily articulated for the audience?
2. Does your pitch convey the urgency and benefits of the solution?
3. What does a pitch look like in terms of content, formatting, etc.?
4. Who is the audience for this pitch?
5. Is your narrative tailored to your audience's values, interests, and concerns?
6. What are the potential questions or challenges that will come up during or post-pitch?
7. Have you rehearsed for a confident and compelling delivery?
8. Have all the appropriate partners and stakeholders given input?

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Summary Sheet

Problem Analysis and Opportunity Assessment

Strategize

1. Define the Issue	2. Identify Stakeholders
3. Explore Opportunities	4. Deliberate and Prioritize

5. Assess Resources	6. Secure Buy-In
7. Outline Actions	8. Prepare the Pitch