

The Stretch2Engage Pitch Canvas

<h2>Simple Statement of what change your service engagement ideas will make to people</h2> <p>A memorable one-sentence explanation of what your intention will do for people (both those who engage and those who provide services)</p> 	
<h3>Pain (+Gain)</h3> <p>What engagement problem/s are you trying to solve?</p> <p>Why is this a problem for you, your organization and others?</p> <p>Have you validated that people will support you to have it solved?</p> 	<h3>Product/Idea</h3> <p>As simple as possible: what does your idea do for people now and in the future?</p> <p>How will it work?</p> <p>How will you test it ?</p> <p>What is unique and innovate about your ideas/plan/ approach?</p> 
<h3>What's already underway</h3> <p>What is already in place?</p> <p>What have you already invested in?</p> <p>What are you already doing?</p> <p>What existing opportunities do you already provide for people to be engaging, engaged, creative, curious, considered, champion, clear, ...?</p> 	<h3>Business Model</h3> <p>Where will you start?</p> <p>What part of your organization are your wanting to embed the S2E work in?</p> <p>What resources will you need?</p> <p>What's the opportunity for growing your service engagement throughout the organisation?</p> 
<h3>Your Team</h3> <p>Who is your team?</p> <p>Who else will you need to engage?</p> <p>What is about you that makes you the right team to lead S2E in your organization?</p>  	
<h3>What supports are you requesting?</h3> <p>What resources are you looking for now?</p> <p>What supports are you looking for now?</p> <p>What training are you looking for now?</p> <p>What collaborations are you looking for now?</p> <p>What expectations do you have of people in your organization to invest in your ideas?</p> <p>What expectations do you have of the S2E team?</p> 	<h3>Why Us?</h3> <p>NOTE: Why Us? This statement can show up in any part of the pitch.</p> <p>Why do you care about solving this problem for your organization? How has your life been affected by this problem ?</p> <p>Why should your audience have confidence that you will do what you say you are going to do?</p> 
<h2>End statement with call to action</h2> <p>Finish the pitch strongly with a clear request for the Stretch2Engage Team to support you in your idea. What is it that you want the S2E team to do or their first next step? (Be Clear)</p> 	