

Navigate Elevator Pitch Builder

Communicating the Value of Navigate in Less than 60 seconds

Purpose of the Tool: Even with all the best-constructed speeches, email announcements, and printed materials to explain the partnership your college has with EAB and the value of Navigate, there will inevitably be staff and faculty on campus that miss the memo, forget, or just want to hear it again. As such, Program Sponsors, Program Owners, and other members of the Navigate leadership team should be prepared to deliver an 'elevator pitch' explaining the rationale for the new technology and its value to the college. This tool helps leaders build their own elevator pitch.

Intended Audience: This template is meant to serve as reference for the Navigate leadership team only; we do not recommend sharing the document directly with staff or students.

Essential Elements of an Elevator Pitch



Provide Some (Not All) Context: Explain the challenges that spurred the technology investment, either specific to the college or across the sector (e.g., declining enrollments)



Highlight Goals of the Initiative: Clearly explain how the partnership with EAB will help resolve or improve the challenge first articulated (e.g., better recruitment, retention)



Articulate Strengths of Platform: Clearly explain the value that Navigate brings to the institution, including improving enrollment, supporting advisors, providing data, etc.



End with How Staff Can Help: End with an answer to the unspoken question, *What's in it for me?* Let staff know what changes they can expect to happen in their day-to-day work

Step 1 – Provide Context: Use the space below to write some core reasons why your college partnered with EAB. This is referred to as a 'why' statement.

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Step 3 – Highlight Goals: Paint a picture of the future of your institution, and how Navigate will help you achieve this. Connect to 'why' statements.

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Step 2 – Articulate Strengths: Use the space below to write primary features of Navigate that drive value for the college. Connect them to reasons in Step 1.

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Step 4 – How Staff Can Help: Be transparent about what will change at the college with Navigate, especially for the staff member you're speaking to.

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