

Pitch it. Prove it. Get it done.

My idea that deserves to be pitched:

Who needs to be convinced? What dynamics are at play?

Why might they be in favor of this?

Why might they be opposed to this?

What decision do I need from them?

How will I convince them to be on board?

Who might be on my project team and why? (Check off once you've engaged with them.)

Name	Notes	✓

