

# Elevator pitch

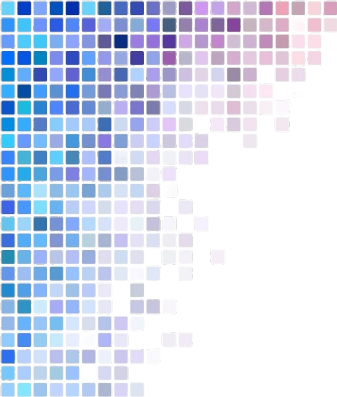


ACTIVITY

Enter your name:

## Instructions

- Imagine yourself coming back down in the lift with your new colleague who is keen to understand why a quality improvement approach is so important and why is it so helpful.
- Think about the benefits of adopting a quality improvement approach, think about the possible outcomes, think about the value of continuous quality improvement.
- Using the table overpage, document what you consider the benefits of a quality improvement approach are, and to whom.
- When you have completed that activity, reflect on your ideas.
- Using your own words, develop your elevator pitch by drafting a statement (one or two sentences) that explain what you believe to be the benefits of a quality improvement approach.
- Add your statement to the template.

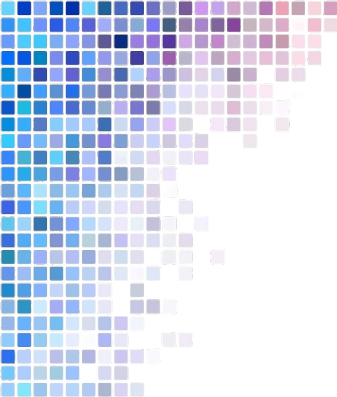


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ACTIVITY

Stakeholder	Benefits / outcomes / value
My elevator pitch	



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You may also choose to consider and document:

- Who should you share your thoughts and ideas with?
- What actions could you or others take to strengthen your enablers or reduce your barriers to quality improvement?

Finally,

- Document your first step - what are you going do with these insights?

Who I'll share this with	Actions we could take
<b>My first step</b>	<i>I commit to....</i>