

Quick Reference Guide: Building Your Pitch for the Think Tank

<p style="text-align: center;">1</p> <p style="text-align: center;">The hook</p> <p style="text-align: center;">30 sec</p>	<p style="text-align: center;">2</p> <p style="text-align: center;">The problem</p> <p style="text-align: center;">60 sec</p>	<p style="text-align: center;">3</p> <p style="text-align: center;">The evidence</p> <p style="text-align: center;">30 sec</p>	<p style="text-align: center;">4</p> <p style="text-align: center;">The value</p> <p style="text-align: center;">30 sec</p>	<p style="text-align: center;">5</p> <p style="text-align: center;">The ask</p> <p style="text-align: center;">30 sec</p>
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Use this table as a planning tool before you write or rehearse.

Section	What goes here
1. The hook (30 sec)	One sentence. The problem, right away. Specific. A number if you have one.
2. The problem (60 sec)	Step-by-step. What happens today. Who's affected. What goes wrong.
3. The evidence (30 sec)	What makes this real? Data, observations, the stakeholder/s view.
4. The value (30 sec)	What changes if this is solved? Time, safety, cost, quality – be specific and honest.
5. Summarise (30 sec)	Make a statement as to why the problem should be solved.

Tips

- You don't need a solution. A well-defined problem is enough.
- Simple and specific beats detailed and vague.
- Evidence matters more than passion – though both help.

The panel assesses: **Impact, Clarity, Presentation, Consultation, Feasibility** (and People's Choice).
Each section of this guide maps to at least one of those criteria.