

# Show Me Challenge Pitch Template: Guidance



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## What is this guide?

- This document provides applicants for The Show Me Challenge a simple “how to” guide to help you with your project pitches.
- A pitch justifies **why** the topic matters and the solution is a good use of time and resources.
- It also helps you communicate your ideas to others. If you live in a problem every day, you may understand the issue intuitively, but you have to bring others along so they understand why it matters too.
- The following slides provide a step-by-step guide through the main elements of pitching your idea: the **problem**, the **solution**, the **impact**, the **plan**, and the **resources** you’ll need.
- The pitch template is required for all Show Me Challenge submissions. Please fill out all fields of the template as directed.
- You can download the template and submit your pitch at <https://showmechallenge.mo.gov/pitch-form.html>.



# Pitch Template: Overview

Steps 1-5 are described in greater detail on the following slides.

1

**Your Pitch**

What problem are you addressing? (No more than 200 words)

What is the root cause of the problem? (No more than 200 words)

What is your proposed solution? (No more than 200 words)

Which area of impact is your primary focus? (No more than 10 words)

What is your primary measure for impact?

Primary measure	Current Status	Target

\* Measures should follow SMART principle: Specific-Measurable-Actionable-Relevant-Time bound.

2

3

**Project Plan**

What are the major activities and milestones to deliver your solution? (Additional steps may be added)

Activity	Milestone or deliverable	Due date
1 E.g., Submit purchase form for 16 stop signs to purchasing department	Approved purchase form for 16 stop signs received from purchasing department	2 weeks after project start (July 28, 2019)

4

**Required Resources and Support**

What is the expected project duration? Choose one from the list below.  
Choose one

How many people will be required to finish the project in the given duration? Choose one from the list below.  
Choose one

Does your project require any specialized skills to complete? If so, explain. (No more than 50 words)

Does your project require any statutory change to complete? If so, explain. (No more than 50 words)

Will the costs of the project exceed your current budget? If so, explain. (No more than 50 words)

Are there other important factors for successful implementation of your project? (No more than 50 words)

5

**Additional Materials**

Please list any additional materials you have provided.

Brief description
1
2
3



# 1 Guidance for defining the problem

*The **problem** is your opportunity to get better and why it matters.*

*The **root cause** is the reason you are experiencing the suboptimal outcome. If you can address this factor, you can improve performance.*

Your Pitch

What problem are you addressing? (No more than 200 words)

What is the root cause of the problem? (No more than 200 words)

## Defining the problem and what is causing it

- Define your goal. Your goal is your standard for what good looks like. *What does good look like to you?*
- Define why it matters. Ask yourself: so what if we fix this?
- Define your root cause. Your root cause is why your problem exists. To get to the root cause, you often need to ask “why” 5 or more times. *Why does your problem exist? Why is that happening? And why is that happening? And why....For example:*
  - Problem: I got a speeding ticket today on my way to work. **Why?** Because I was driving too fast. **Why?** Because I was running late to work. **Why?** Because my alarm didn't go off this morning. **Why?** Because my phone died overnight. **Why?** Because I moved the charger that is normally next to my bed. Solution: Always keep a phone charger next to your bed.*



## 2 Guidance for defining the solution

**The solution** is your proposed action to address the root cause of the problem and improve performance.

**The primary measure** is where you are focusing your impact. This defines what matters, where we are today, and where you are aiming.

What is your proposed solution? (No more than 200 words)

Which area of impact is your primary focus? (No more than 10 words)

What is your primary measure for impact?

Primary measure	Current Status	Target

*\* Measures should follow SMART principle: Specific-Measurable-Actionable-Relevant-Time bound.*

**Area of impact** is where you expect to see the most efficiencies or gains.

### Defining the solution and primary measure

- Your solution must address the root cause of your problem. Your solution should move your primary measure from its current status to your target.
- Be specific about what you are going to do. *Who is going to do what differently?*
- Identify the area(s) that you expect will be positively impacted if the solution is implemented.
- The primary measure provides the distance between your goal and your starting point. The primary measure is your answer to the question: *How do you know this problem exists? What is the status of the measure today?*
- The target is what defines success. *How much will your primary measure improve after you implement your solution?*



### 3 Guidance for developing the project plan

**Activities** are the specific actions you have to take to complete your initiative.

Project Plan

What are the major activities and milestones to deliver your solution? (Additional steps may be added)

Activity	Milestone or deliverable	Due date
1 E.g., Submit purchase form for 16 stop signs to purchasing department	Approved purchase form for 16 stop signs received from purchasing department	2 weeks after project start (1/1/2020)
2		
3		
4		
5		
6		

**Milestones** are how you know you've completed the action. Often they are a tangible work product or where someone's approval is required to move forward.

#### Key activities and milestones

- Your project plan is a simple tool to determine how you will complete your project and how long each step will take.
- Break your project down into its distinct steps. *What has to be done? By whom?*
- Think about how long your activities will take to reach the milestones. Then assign a specific due date that is achievable and you can hold your team members accountable to. *When do we have to do it by?*
- Place your activities and milestones in chronological order to enable fact-based monitoring of progress (e.g., "Is X Initiative on track? Is it hitting its milestones?")

The Excel format is easily adaptable if a team needs to add more milestones



## 4 Guidance for defining resource requirements

**Resource requirements** are the practical things you will need – time, people, statutory changes, money, etc. to implement your solution in the next 6-12 months.

### Required Resources and Support

What is the expected project duration? Choose one from the list below.

Choose one

How many people will be required to finish the project in the given duration? Choose one from the list below.

Choose one

Does your project require any specialized skills to complete? If so, explain. (No more than 50 words)

Does your project require any statutory change to complete? If so, explain. (No more than 50 words)

Will the costs of the project exceed your current budget? If so, explain. (No more than 50 words)

Are there other important factors for successful implementation of your project? (No more than 50 words)

### Potential risks or other factors to manage

- Calculate the costs of your solution by thinking through what it will take to get from start to finish:
  - Hours of employee time
  - Any associated new costs (e.g., new technology)
  - Technical skillsets that your team does not have (and would have to hire or train)
- Consider if you need buy-in from any internal or external stakeholders to complete your project (e.g., General Assembly, another department or division)



## 5 Guidance for additional materials

### Additional Materials

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Please list any additional materials you have provided.

	Brief description
1	
2	
3	

### Examples of additional information (These are a few ideas. It is not a complete list).

- Return on Investment (ROI) calculations. Calculate the costs for your solution (especially if the costs exceed the current budget you have on your team) and the expected cost savings or non-monetary benefits once your solution is implemented.
  - Consider the costs of any human capital, new training, new technology, etc.
- Primary measure data. Include data to show the current state of your primary measure.
- Target calculations. Demonstrate how your solution will get you from the current status of your primary measure to the target for your primary measure. Describe the basis for your target (e.g., other state's performance, private sector benchmarks, etc.)
- Outside example. Show that the solution has been implemented successfully in a different organization or state. Where possible, use specific numbers.
  - You can look to other states here, for example: [Arizona](#), [Ohio](#), [Washington](#), [Minnesota](#)*
- Stories. Share how you experience the problem and how the solution would change your experience.
- Lean Tools. Use lean tools to demonstrate how you'd improve a process.
  - Here are some tutorials to guide you: [CI toolbox](#), [Process Mapping](#), [5S](#)*

