

# 5 Steps to Prepare your Idea for Action

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## Hook

For more on ideation visit: [www.elizabethbieniek.com](http://www.elizabethbieniek.com)

- 1 What problem do you solve?
- 2 How is it done today?
- 3 Why is the current solution inadequate?
- 4 What's new about your approach?
- 5 Why will you succeed?

**118 Seconds**

8 to hook; 110 to reel in



20 min Biz Case (Mini) + 10 min Q&A



## Justify

- 1 What is the market opportunity?
- 2 How long will this take us?
- 3 How do we market & sell it?
- 4 How do we compete?
- 5 Should we build, buy, or partner?
- 6 What are the known unknowns?

3

4

5

20 min Phase 1 Demo & Learnings + 10 min Phase 2 Ask & Go/No-Go



20 min Project Ask + 10 min Q&A



## Pitch

- 1 Who cares/who wants this?
- 2 Why should we do this?
- 3 Why now?
- 4 What makes us unique?
- 5 What is the risk of inaction?
- 6 What does success look like?

10 min Pitch + 5 min Q&A



## Plan

- 1 What is the first milestone?
- 2 Explain your needs: Who? What? and How Much?
- 3 When will you hit this first milestone?
- 4 What comes next when you succeed?
- 5 What happens if you fail?



## Prove

Execute Phase 1 Plan with:

- 1 Limited scope
- 2 Stakeholder buy-in
- 3 Clear outcome
- 4 Demonstrable proof point
- 5 Defined Exit

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