Tool: Build an Elevator Pitch for Your Evolved PMO

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Initiatives: Program and Portfolio Management Leaders

> As organizations accelerate digital transformation, PMOs continue to face skepticism about their purpose and value in today's changing work environment. This Tool will help PMO leaders define and communicate the strategic value of their function to stakeholders in a compelling and concise manner.

When to Use

A well-defined elevator pitch can be an ideal communication tool to:

- Introduce your PMO* function to target audiences or stakeholder groups
- Create executive buy-in for your group's evolved/evolving mandate
- Bring clarity within the team on the group's focal point
- Aid the team in explaining its work at social gatherings

Use this Tool to facilitate a discussion with your team and/or stakeholders and create a compelling description of the value your PMO provides to the organization that can be communicated in the time it takes to ride an elevator. You can use this Tool to either directly create an elevator pitch for your target audiences or engage your team in jointly developing the pitch.

** Please note: PMO in this Tool is an umbrella term for a project, program and/or portfolio management group such as PMO, EPMO, SRO, VRO, DTO, etc. Leaders from all these groups can customize this deck to define and sell the overall value of their functions to different stakeholder groups.*

Directions for Use

- Explore the purpose and essential components of an elevator pitch.
- View real-life examples of how PMOs describe the value proposition of their function.
- Review the notes section of each slide for input guidance.
- Establish an initial draft of the elevator pitch.
- View common analogies on how other PMO leaders describe their function and draw inspiration.
- Conclude with an updated elevator pitch for key target audiences.

Recommended by the Authors

Tool: PMO Charter Template

Evolving the PMO for the Shift to Product Management

Leadership Vision for 2022: Program and Portfolio Management

Evolving PMOs in an Enterprise Agile World

Hype Cycle for Strategic Portfolio Management, 2021

Tool: Sample KPIs and Metrics for Delivery PMOs

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