

B.6: Exercise – Advanced Elevator Pitch

Once your IDS has agreed on a basic elevator pitch, you can begin to adapt it to more specific audiences. The following series of exercises are intended to help you refine your core ideas in a variety of circumstances throughout the IDS and stakeholder engagement lifecycle:

- You get a call from a concerned lawmaker who wants to know what you are doing with the IDS. The lawmaker is neither supportive nor critical yet, but needs to quickly grasp the effort's value and ability to safeguard individual privacy. Answer in one sentence:

- The senior official of your agency summons you to their office and asks you to summarize the IDS and its goals. This official appreciates your agency's mission, structure, and resources, but is not deeply versed in the day-to-day of your work. Answer in three sentences or less:

- Your press office receives a press inquiry that asks for a quote from you that will fit in a news story about why the IDS is positive for the community. This quote will be offset in the story by critiques from privacy organizations. Answer in three sentences or less:

- You attend a public hearing about the IDS, and a concerned citizen and public advocate is hyper-concerned about privacy and distrustful of how your IDS will safeguard personal data. Respond to their concerns in five sentences or less:

- An agency participating in the IDS hires new legal counsel, who raises concerns about the organization taking on privacy and security risks and wishes to withdraw the agency's data from the IDS. Briefly respond to the counsel's concerns:

- You receive an email from a data scientist at another local agency (that does not yet participate in the IDS) requesting access to the IDS' data for an important internal project. Briefly respond to this request:
