



The Policy Pitch

How do I make a great first impression?

The Introduction

One option.....



The Introduction

another way....

Tell me what you observed



First Impressions are sometimes the last impression

Let's get prepared!

Deliver with passion & energy

(even if you forget the script)

Tell an inspiring & memorable story

**What you write ≠
how you say
it...practice to get
a natural voice**



The Lead....Who am I?

1	Who am I?	The Rubric	<i>Tip: Lead with a succinct story.</i>
	My name is [full name] and [your background / story that led you to internship] .		



The Lead....Who am I?

1	Who am I?	The Rubric	<i>Tip: Lead with a succinct story.</i>
	My name is [full name] and [your background / story that led you to internship] .	Is your introduction clear? Do you identify policy interest areas? Do you share relevant background information/personal anecdotes?	



The Lead....Who am I?

1	Who am I?	The Rubric	<i>Tip: Lead with a succinct story.</i>
	<p>My name is [full name] and [your background / story that led you to internship].</p>	<p>Is your introduction clear? Do you identify policy interest areas? Do you share relevant background information/personal anecdotes?</p>	<p>My name is John Johnson, and ever since I was young, I enjoyed watching Red Wings games with my Dad. While it was the bonding over sports that I enjoyed most, I quickly began a lifelong fascination with statistics and numbers. I enjoyed when the Wings won as that made my Dad happy, however I really enjoyed tracking player stats and spotting trends....in my 3 ring binder with a dial up internet connection. My appetite for discussion/debate of these stats did not stop at the dinner table, I was also a frequent caller to WJR's Sports Talk, holding down the key Under 10 demographic. I did not know then that tracking and debating the Red Wings would lead me on a path to a potential career in policy. What I commonly refer to as from Datsyuk to DC. I came to the Ford School to help solidify my career ambition in public policy analysis. Finding trends and utilizing data for the public good are both values that are important to me, and I wanted to further develop my quantitative skillset and explore opportunities.</p>

A bit more detail

2	Provide an overview of your internship - both the organization and your role?	The Rubric	<i>Tip: Opportunity to explain a pivot or future goal.</i>
	<p>This summer I worked with [organization] whose mission was to [organizational mission] where I was charged with [roles and responsibilities]. I was excited to pursue this internship because [reason why].</p>		

A bit more detail

2	Provide an overview of your internship - both the organization and your role?	The Rubric	<i>Tip: Opportunity to explain a pivot or future goal.</i>
	<p>This summer I worked with [organization] whose mission was to [organizational mission] where I was charged with [roles and responsibilities]. I was excited to pursue this internship because [reason why].</p>	<p>Did you provide an overview of your internship organization? Can you articulate the mission/vision of the organization/division or unit? Do you address why you made the decision to pursue this internship? Do you give an overview of what you were charged to do in your internship?</p>	

A bit more detail

2	Provide an overview of your internship - both the organization and your role?	The Rubric	<i>Tip: Opportunity to explain a pivot or future goal.</i>
	<p>This summer I worked with [organization] whose mission was to [organizational mission] where I was charged with [roles and responsibilities]. I was excited to pursue this internship because [reason why].</p>	<p>Did you provide an overview of your internship organization? Can you articulate the mission/vision of the organization/division or unit?</p> <p>Do you address why you made the decision to pursue this internship?</p> <p>Do you give an overview of what you were charged to do in your internship?</p>	<p>This summer I worked for the Government Accountability Office.</p> <p>The U.S. Government Accountability Office (GAO) is an independent, nonpartisan agency that works for Congress. Often called the "congressional watchdog," GAO investigates how the federal government spends taxpayer dollars. The GAO's mission is "to support the Congress in meeting its constitutional responsibilities and to help improve the performance and ensure the accountability of the federal government for the benefit of the American people."</p> <p>I was excited to pursue this internship as it put my policy analysis skills to use in a practical setting, and aligned with my values of working for the public good.</p>

Get focused, provide specifics

3	Describe more about your internship deliverables and policy impact?	<i>The Rubric</i> (can you make a connection between your experience and a specific deliverable or impact on policy)	<i>Tip: Be specific!</i>
	During my work this summer our focus was on [policy question addressed] . I specifically focused on [specific tasks/work] and was able to [insert deliverable/KPI] .		

Get focused, provide specifics

3	Describe more about your internship deliverables and policy impact?	<i>The Rubric</i> <i>(can you make a connection between your experience and a specific deliverable or impact on policy)</i>	<i>Tip: Be specific!</i>
	During my work this summer our focus was on [policy question addressed] . I specifically focused on [specific tasks/work] and was able to [insert deliverable/KPI] .	Do you reference policy points throughout the presentation, proving that you understand how your projects support the policy work of your employer? Can you clearly identify at least 2-3 specific instances/projects that demonstrate the takeaways or key deliverables from your internship experience?	

Get focused, provide specifics

3	Describe more about your internship deliverables and policy impact?	<i>The Rubric</i> <i>(can you make a connection between your experience and a specific deliverable or impact on policy)</i>	<i>Tip: Be specific!</i>
	<p>During my work this summer our focus was on [policy question addressed]. I specifically focused on [specific tasks/work] and was able to [insert deliverable/KPI].</p>	<p>Do you reference policy points throughout the presentation, proving that you understand how your projects support the policy work of your employer?</p> <p>Can you clearly identify at least 2-3 specific instances/projects that demonstrate the takeaways or key deliverables from your internship experience?</p>	<p>I worked with the Defense Capabilities and Management (DCM) team, which leads GAO's efforts to support congressional oversight of the Department of Defense (DOD). My engagement—as mandates or requests from Congress are called once they have been accepted by GAO—sought to evaluate the cost-estimating methods and processes the Defense Logistics Agency (DLA) uses to calculate its indirect costs. I was able to utilize my teamwork, analysis, and relationship building skills to conduct a federal audit and program evaluation of the Defense Logistics Agency's Finance (J8) team's budgeting process. Specifically analyzing their estimation of and process for calculating overhead costs charged to the armed services, providing transparency into the estimation and calculation of the indirect costs previously invisible to its customers. I developed my analysis, research and writing skills by planning and conducting in depth reviews of the DLA Finance Process.</p>

Why this matters

4	What did I learn? Why this matters?	The Rubric	<i>Tip: Opportunity to sell your experiences and skills.</i>
	<p>Over the summer I gained <u>[skills/perspective]</u>. I hope to continue to work on or learn about [areas of growth] this coming year. This experience will help me grow in my career <u>[story or reason this helps build toward your future career]</u>.</p>		

Why this matters

4	What did I learn? Why this matters?	The Rubric	<i>Tip: Opportunity to sell your experiences and skills.</i>
	<p>Over the summer I gained <u>[skills/perspective]</u>. I hope to continue to work on or learn about [areas of growth] this coming year. This experience will help me grow in my career <u>[story or reason this helps build toward your future career]</u>.</p>	<p>Are you able to articulate what you gained from the internship experience? What inspired you? Do you recognize areas for growth or new interests? Based off of your experience, are you able to articulate why this experience matters in the next steps on your career journey? Do you identify what it is that you would like to do in the future?</p>	

Why this matters

4	What did I learn? Why this matters?	The Rubric	<i>Tip: Opportunity to sell your experiences and skills.</i>
	<p>Over the summer I gained [skills/perspective]. I hope to continue to work on or learn about [areas of growth] this coming year. This experience will help me grow in my career [story or reason this helps build toward your future career].</p>	<p>Are you able to articulate what you gained from the internship experience? What inspired you? Do you recognize areas for growth or new interests? Based off of your experience, are you able to articulate why this experience matters in the next steps on your career journey? Do you identify what it is that you would like to do in the future?</p>	<p>Over the summer I gained a unique perspective of working in a nonpartisan government agency. I grew by developing my practical policy analysis skills in a real world setting. I was exposed to federal gov't work and am now considering the GAO or similar organizations as a future employer, when I was not considering that path before. I learned that teamwork, and nonpartisan policy analysis can exist even in a polarized political environment that we live in today. While my analysis changed from the goals, assists and ppg to budgetary analysis of our Defense Programs, a love of numbers has remained. I look forward to taking my love of data and of Datsyuk to DC in the future.</p>



Constructive Feedback

Let's practice but let's be thoughtful about it feedback



Practice with a partner



Next Steps - Sept 12

Thank you!

Want to get even better at this - join Innovation in Action :)

innovationinaction.umich.edu

Come to an information session!

Come to a design jam on September 14.