

# Elevator pitch - under construction

<b>How does the ISC Orchestration Domain fit with UN /CEFACT's core strategy?</b>  The main questions are deliberately simple.  The points of clarification below each question serve as further areas for discussion and are not intended to be exhaustive.	<b>Team</b>  Project owner: <a href="#">Ian Watt</a> <a href="#">Rajiv Garg</a>  Team members: <a href="#">Anita Patel</a> <a href="#">Steven Capell</a>  <a href="#">Lance THOMPSON</a>  <a href="#">Maurizio Morabito</a>  <a href="#">Fatou Ndiaye</a>  <a href="#">Meg Jones</a>  <a href="#">Unknown User (malik)</a>	<b>Status</b>  <div>IN PROGRESS /</div> <div>IN REVIEW /</div> <div>ON HOLD</div>
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Problem definition	
Why are we doing this?	<b>Problem statement</b>  <b>Impact of this problem</b>
How will we define success?  <b>Goals of this project</b>  <b>Success criteria (how goals will be measured)</b>	
What is our big, audacious goal?	

Issue validation	
What do we already know?	
Why does this matter?	<ul style="list-style-type: none"><li>Who is affected?</li><li>What are the consequences?</li><li>Does it relate to our core issues?</li></ul>

Action plan
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What are we doing?	
Will our actions work?	<ul style="list-style-type: none"> <li>• Have we understood the issue and landscape?</li> <li>• Is there a clear potential pathway to make a significant difference?</li> <li>• Could we achieve more with less, by focusing on just one issue?</li> <li>• Can we draw attention to the issues, even if change takes longer than we think?</li> </ul>
What is our theory of change?	<ul style="list-style-type: none"> <li>• How do we envisage making a difference?</li> <li>• What are the most important causal links between our activities and our goals?</li> <li>• What is our strategy (sequence of linked events that will need to happen for goals to be achieved)?</li> <li>• What are our underlying assumptions behind the strategy?</li> </ul>
What is our purpose and scope?	

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