BHUTAN ACADEMY

How to pitch a policy analysis

Just the essentials

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A pitch that supports a decision

- A clear reason to care about the issue
- A specific change compared with business-as-usual
- The evidence and economic result in plain language
- A recommendation the audience can act on

Making people care

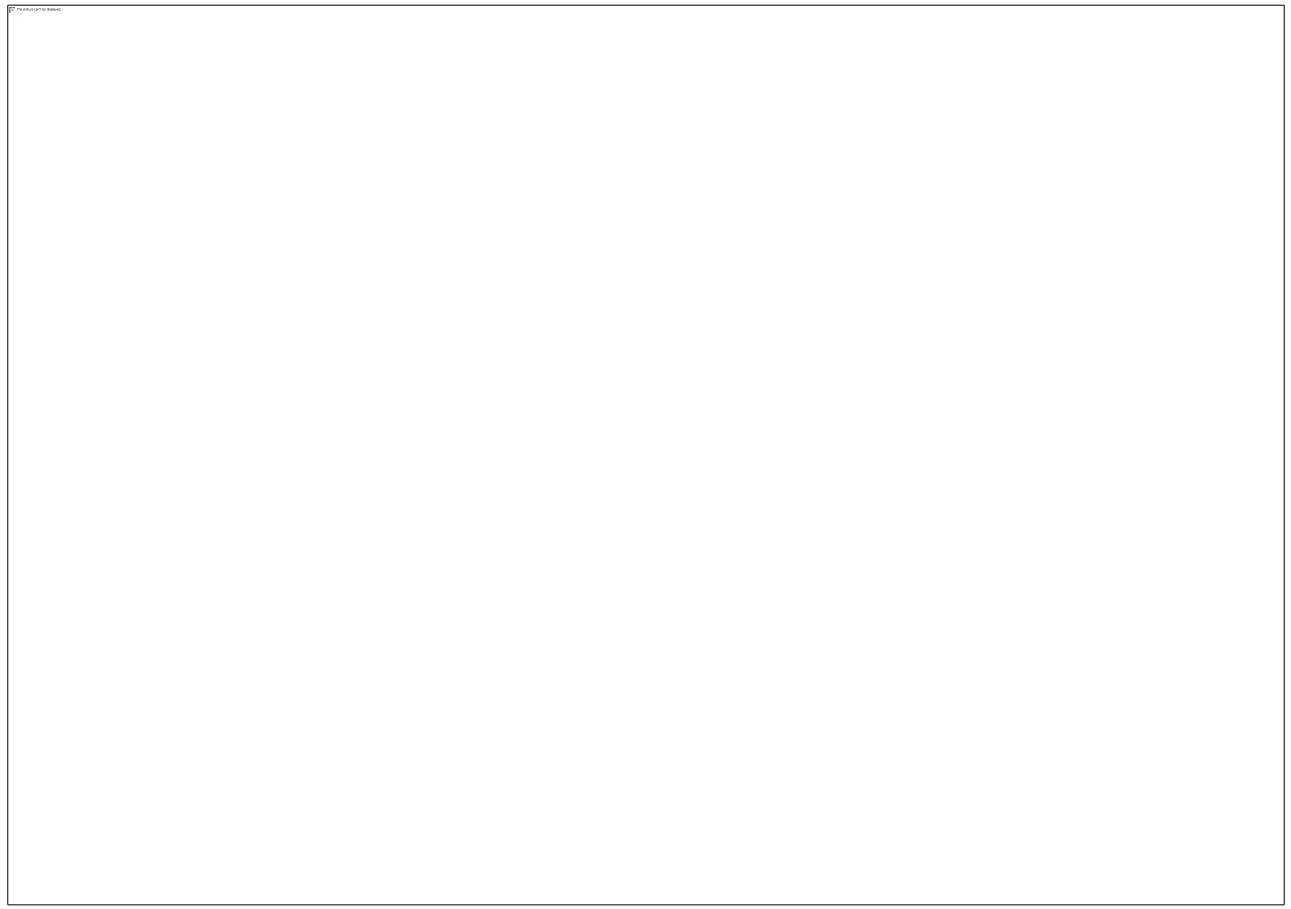
What makes your issue interesting?

- Your audience has limited time
  - **An analysis needs a reason to attract attention**
- A familiar problem can provide that reason
  - **Connect the problem to a change that could help**
- A surprising fact needs a named source

Dhaka: a problem people recognise

Travel slows to walking speed

A familiar problem becomes visible

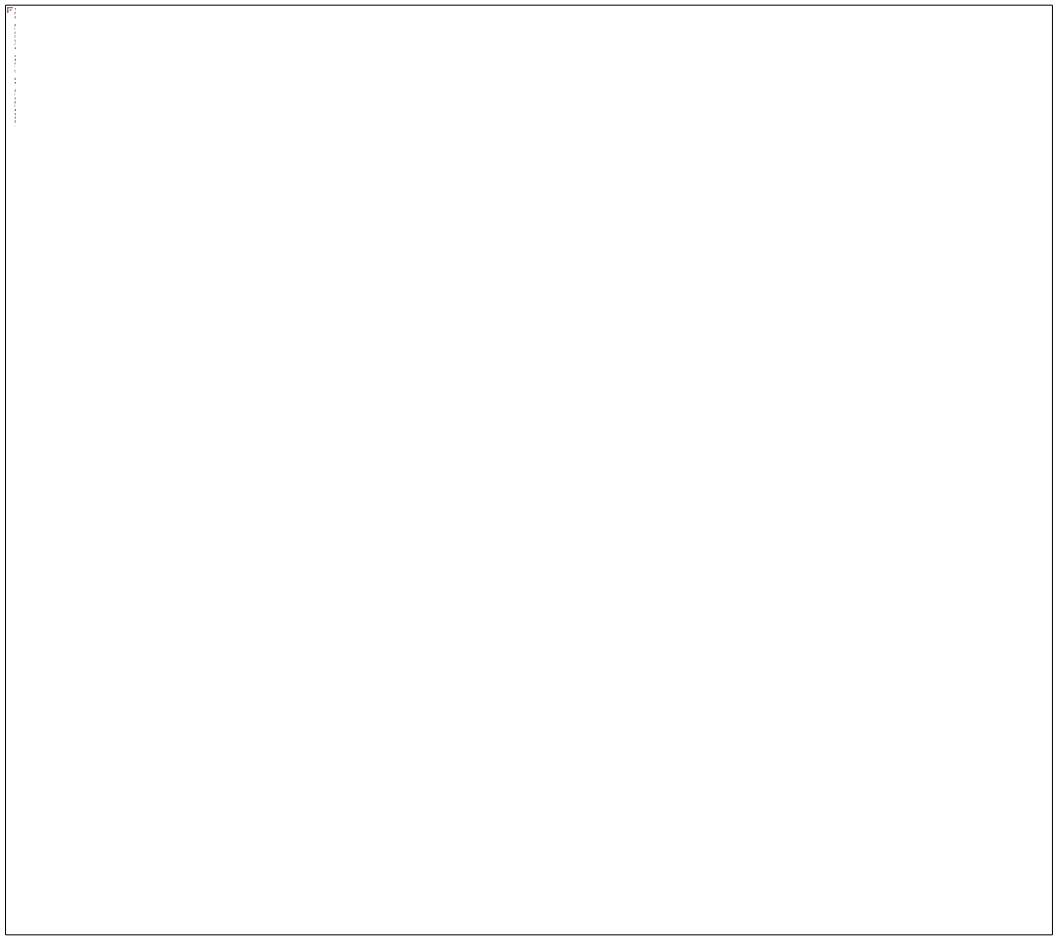


Gallagher, Bangladesh Priorities (2016), Figure 4. Historical data and scenario forecasts

Car versus bus: a visible comparison

The same passengers need less road space with a bus

What catches your attention?



Road-space illustration reproduced in Gallagher (2016). Illustrative comparison

Why the analysis matters

Why is your analysis interesting?

- It tests a question that matters to the decision maker
  - **Is the next unit of spending worthwhile?**
- It can reveal a better use of a limited budget
- It can challenge an assumption about what works
- A claim that this is the first analysis needs verification

Why is your solution interesting?

- People affected want to know what improves
  - **What changes in their daily lives?**
- A minister needs the decision and its consequences
  - **What should government fund, change or stop?**
- An implementing agency needs a feasible delivery plan

A contrast needs evidence

- A plausible policy can disappoint
- In Indonesia, a teacher-pay experiment improved teacher welfare
  - **It found no improvement in pupil learning after three years**
- The lesson concerns this policy and study setting
  - **It does not establish a Bhutan result or rule out every pay reform**

de Ree et al., World Bank WPS 8264 (2017). Randomised study in Indonesia

What the economic result means

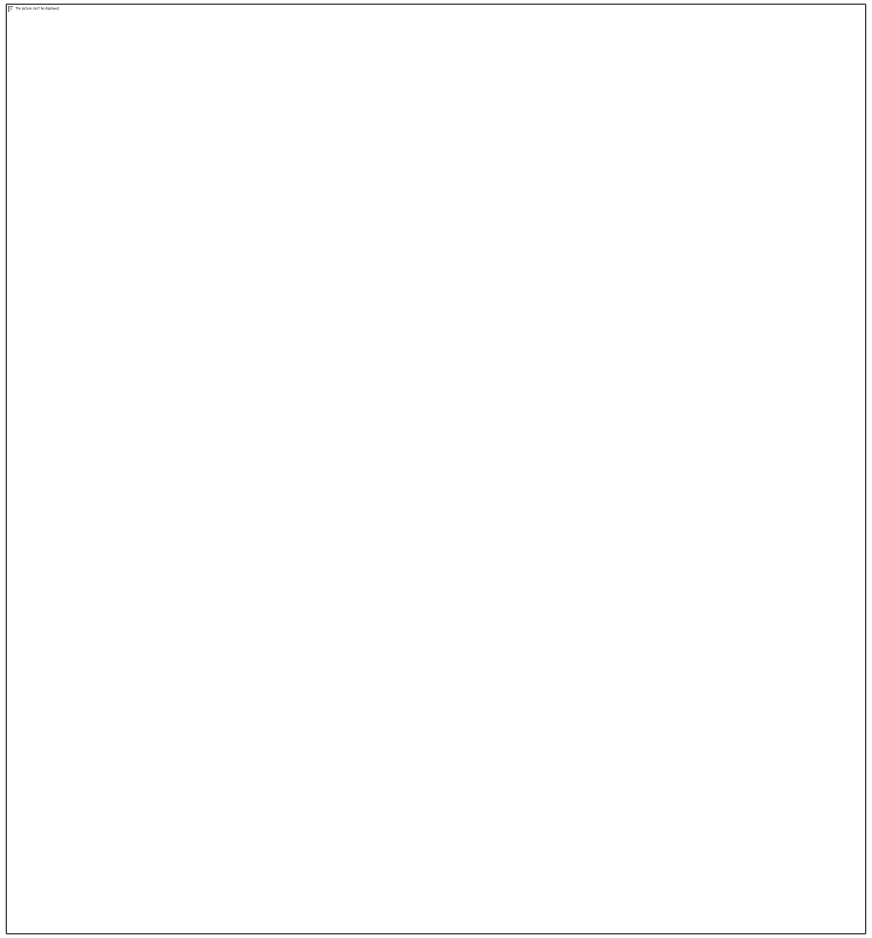
- BCR = PV(incremental benefits) ÷ PV(incremental costs)
- Social benefits can include health, time and earnings
  - **They are not all government cash savings**
- Show the base-case result and the present decision
- Name the assumptions that could change the conclusion

Communicating the result

An op-ed built around the decision

- Open with the problem and why it matters
- Explain the specific solution and its comparator
- Show how the evidence supports the economic result
  - **Link to the research and explain the main assumptions**
- End with the decision supported by the analysis

A headline about human consequences



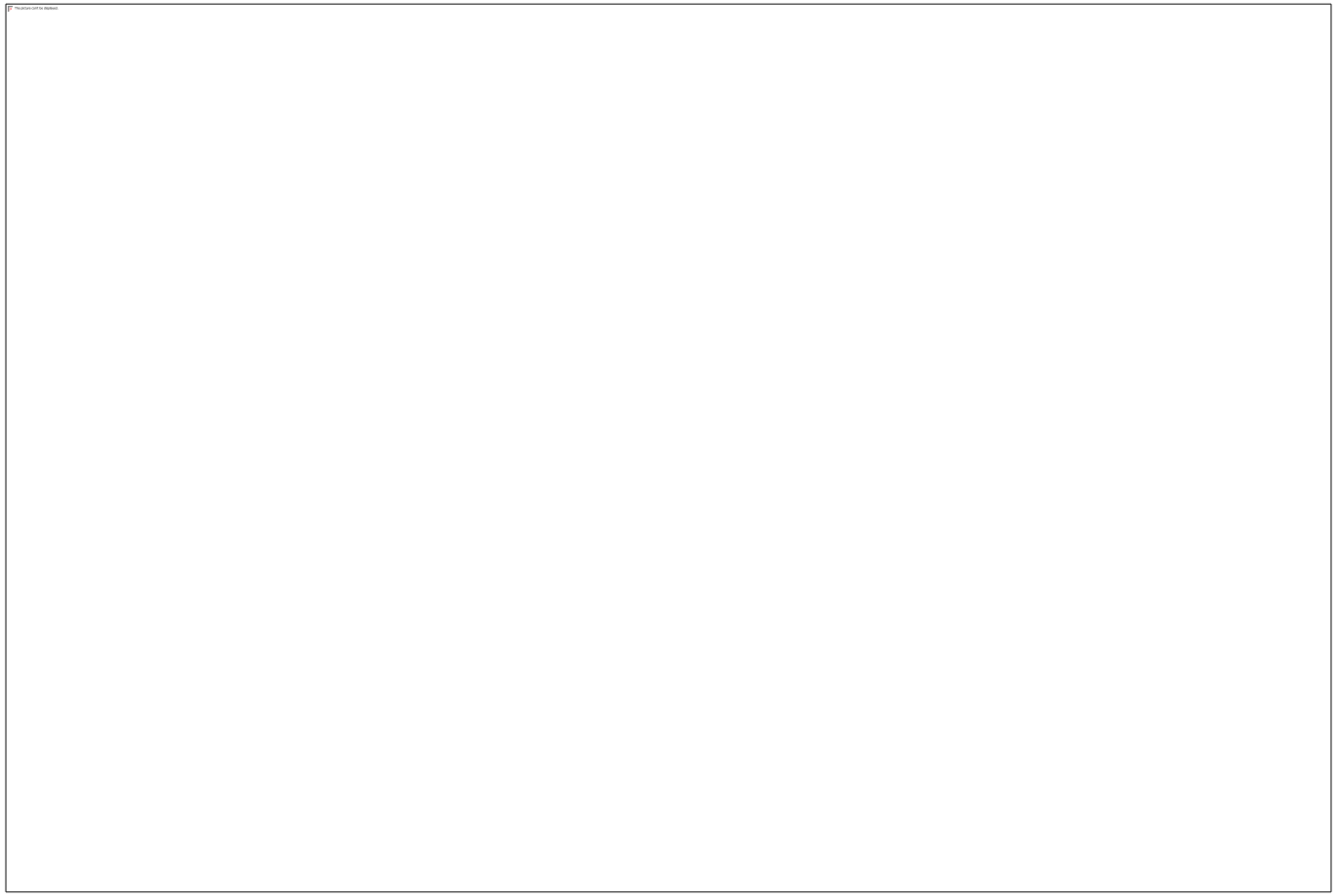
"Childbirth doesn't have to be this deadly"

The headline names the human problem

The article connects it to a practical response

Los Angeles Times, 17 December 2020. Historical international model, not a Bhutan estimate

The same finding across different outlets



A common finding can support different headlines

The evidence and qualifications should remain consistent

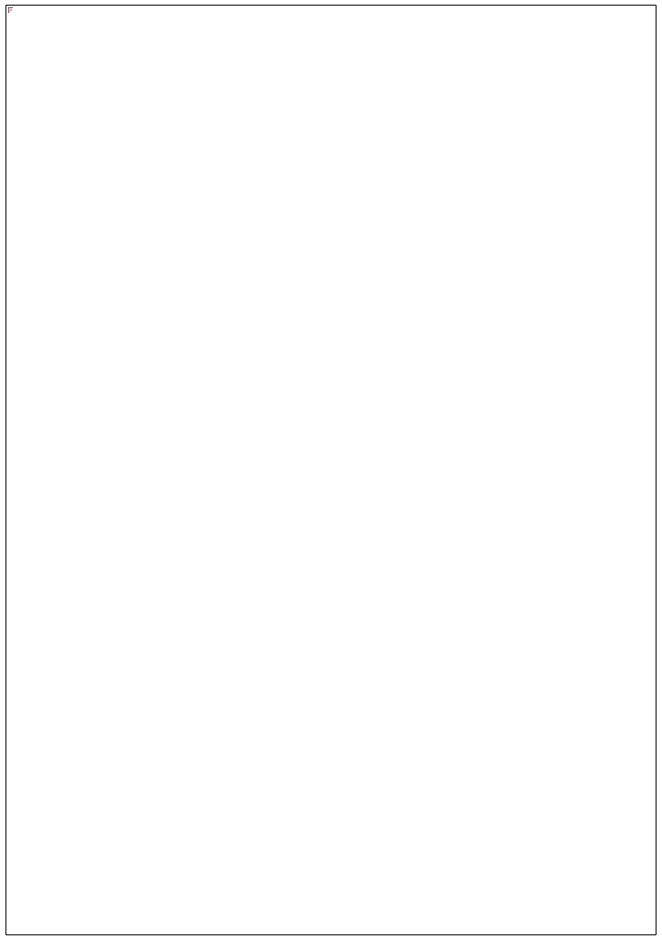
Historical maternal-health coverage. Archive illustration, not evidence of policy impact

A short post that points to the research

A short post still needs
a clear intervention

A number needs its
meaning and setting

The research link lets
readers check the claim



Original post on the 2023 international study. Source-reported model, not a Bhutan estimate

A Bhutan pitch using your analysis

- We recommend [specific decision] for [defined group]
- Compared with [business-as-usual], the policy changes [what]
- Our analysis finds [main outcome and economic result]
- The decision depends most on [key assumption]
- The next action is [a concrete implementation step]

Practice with your Academy analysis

- Give your pitch to another participant
- The listener repeats the proposed decision
  - **Was the policy change and comparator clear?**
- Identify the fact or finding that caught attention
- Identify a claim that needs a clearer source or caveat

What makes a useful pitch?

- A reason for this audience to care
- A specific policy change and realistic comparator
- An economic result the audience can interpret
- Visible evidence and important limitations
- A clear decision and a practical next action