Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

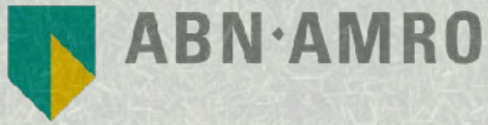
best3minutes.com

Best 3 Minutes

29 Countries

TRAINED 32,000+ PEOPLE

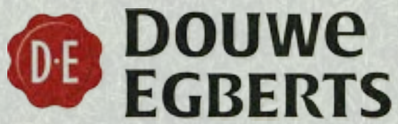
























29 Countries

TRAINED 32,000+ PEOPLE

WASTE

idh transforming markets

Africa's Business Heroes

eit InnoEnergy

ROOTCAMP

bop inc

CHALLENGE FUND FOR YOUTH EMPLOYMENT

SEEDHOUSE

wbcsd

GREAT IDEAS NEED A VOICE



You will receive

SLIDES AND MANY MATERIALS






QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What is **A PITCH?**

Please type in the chat **3 words** you think of when you hear the word **'Pitch'**



David Beckett

A Pitch is a **Time-Pressured** Presentation with a **Clear Ask** and a **Personal Edge**

Empowering Simplicity

We empower audiences to take collaborative action. We strive to include everyone in our thinking through clear, accessible and encouraging language and invite them to join us in having difficult discussions and creating powerful solutions to lead to lasting change. We use American English in our communication.

Refreshingly clear

We avoid jargon and stand out with language that creates clarity through openness and accessibility.

Realistically optimistic

In the face of increasingly complex challenges, we communicate optimism about the power of courage and ingenuity to create bold solutions. But we are never naive.

Creatively provocative

We create the spark that ignites thought and action, encouraging people to face inconvenient truths and consider radical solutions.

When are you **PITCHING?**

Any **communication** where **you need** someone to take **action**

Let's make it

REAL & PRACTICAL

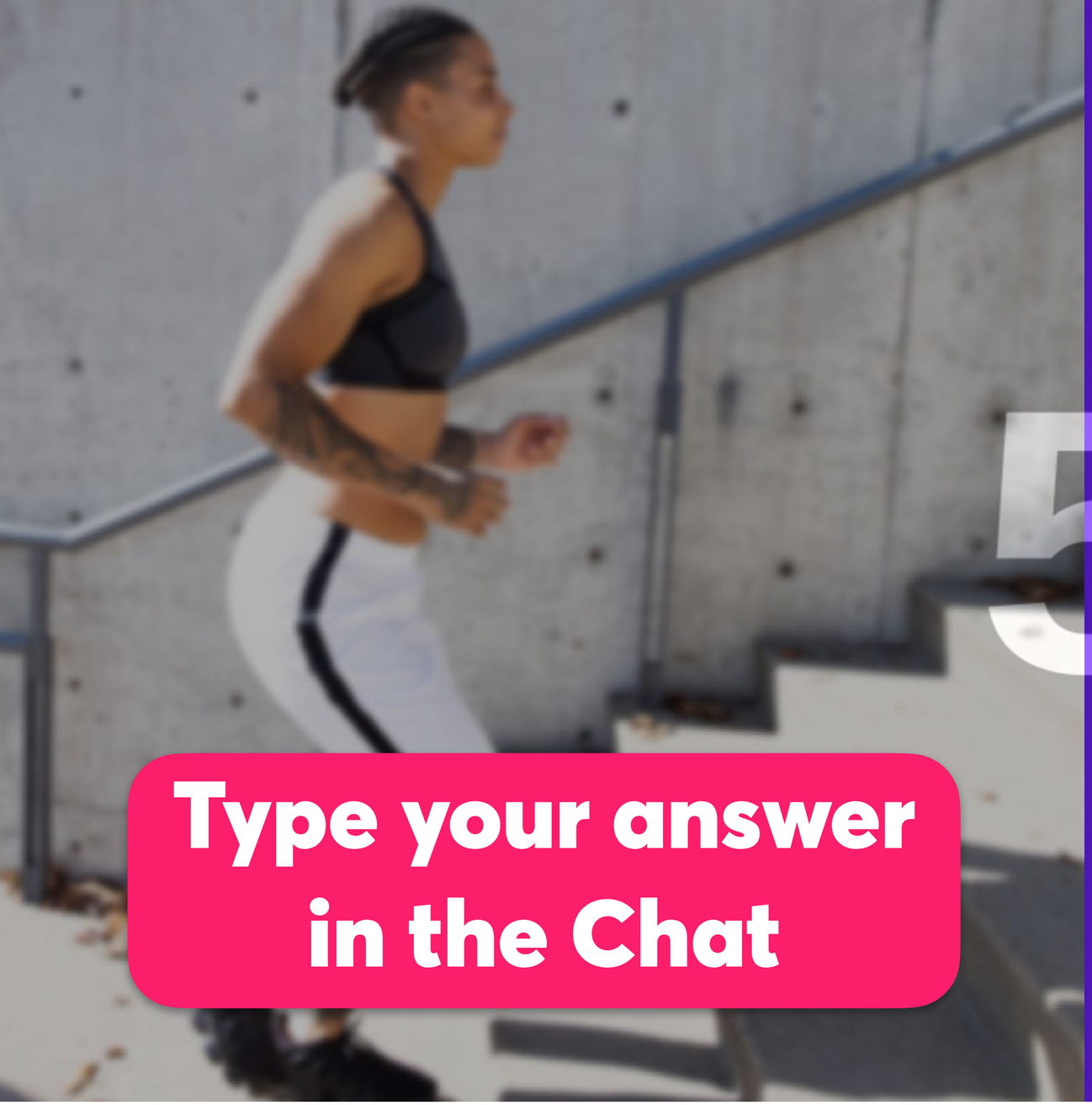


ACTION STEP

Type in the Chat

the **next important pitch** you have coming up

and one sentence on **who** you will pitch it to



ACTION STEP

Type in the Chat

the **next important pitch** you have coming up

and one sentence on **who** you will pitch it to

5

Type your answer in the Chat


TOOLS



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

Audiences

Primary

Our primary focus is on people who have the most influence over global supply chains

Investors

Impact investors, pensions, lenders, and insurers that want to invest in a better world

Corporations

That control large percentages of commodity supply chains and apply business and farming models that have large effects on people and planet

Policy Makers

That determine how their nations' and the companies and workers within them engage with and receive goods from global markets

Secondary

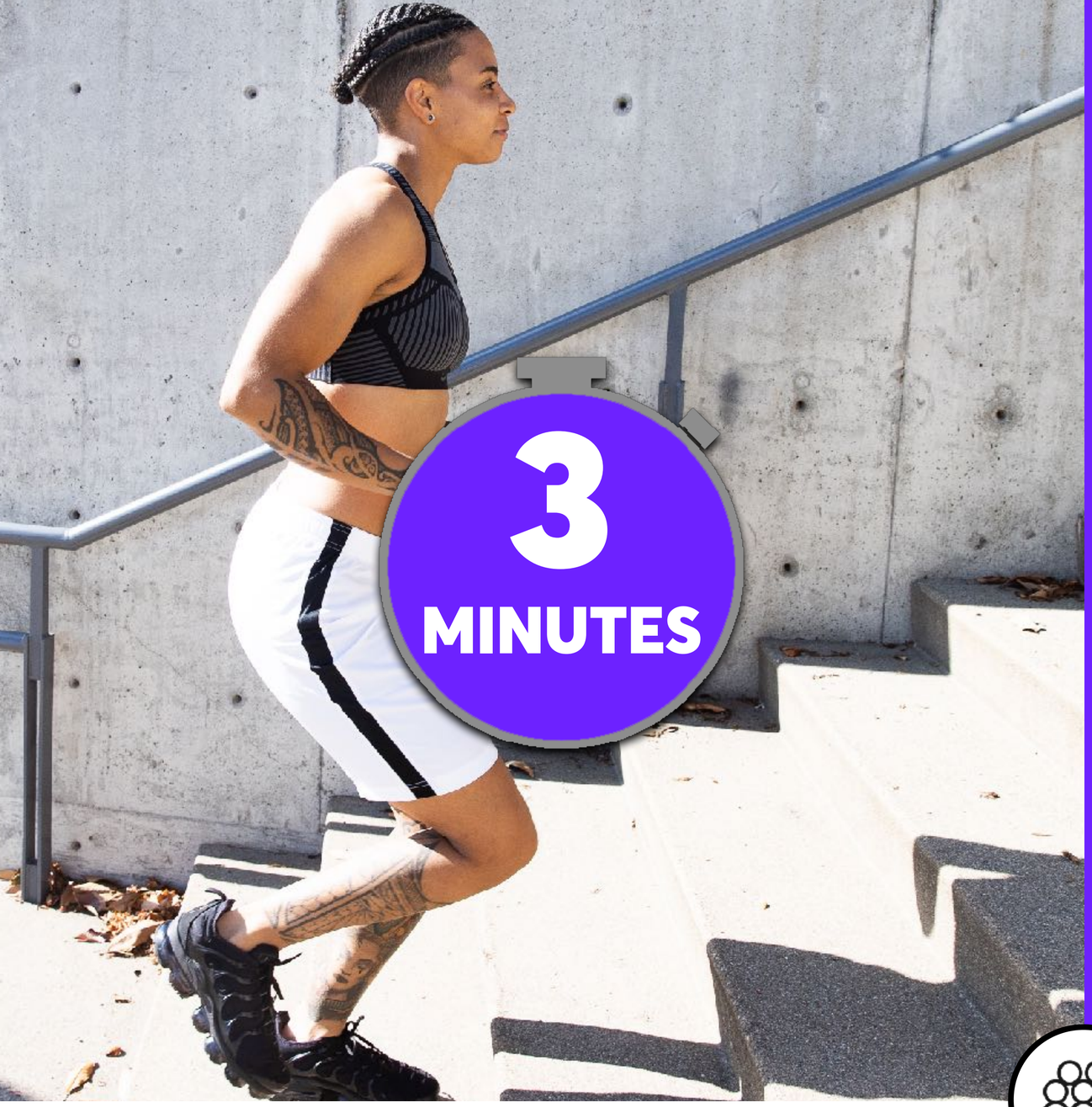
While vital to our success, our communication is not orientated towards stakeholders that have little or no influence over global supply chains

Funders

That keep us in operation and help us scale change

Civil Society Orgs

That provide critical information and perspectives on realities in the field



ACTION STEP

Type in the chat in 3 minutes who the **audience** is for your pitch

What is their biggest **challenge**?

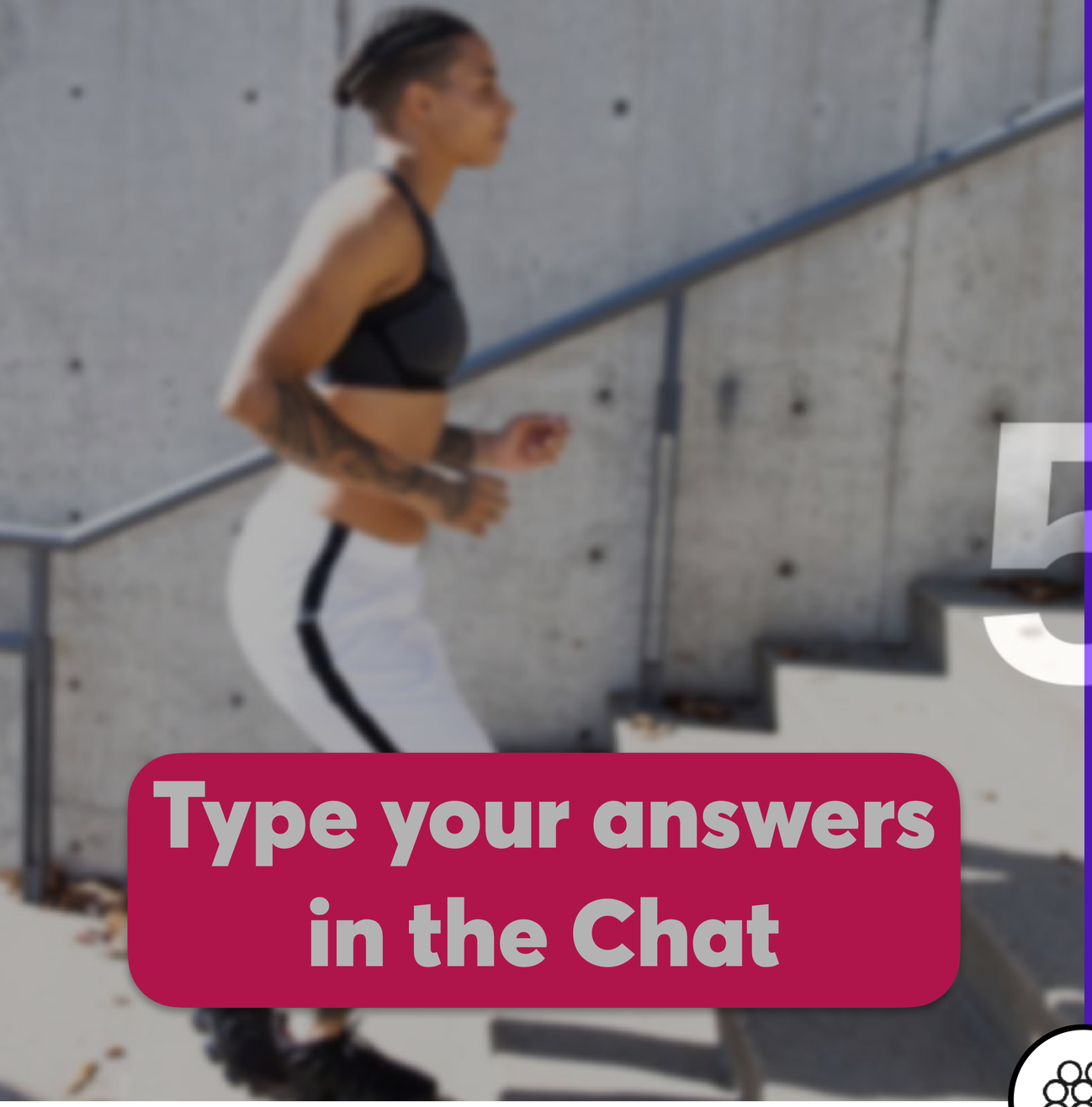
Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Type in the chat in 3 minutes who the **audience** is for your pitch

5

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**

Type your answers in the Chat



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/idhbrand



WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"



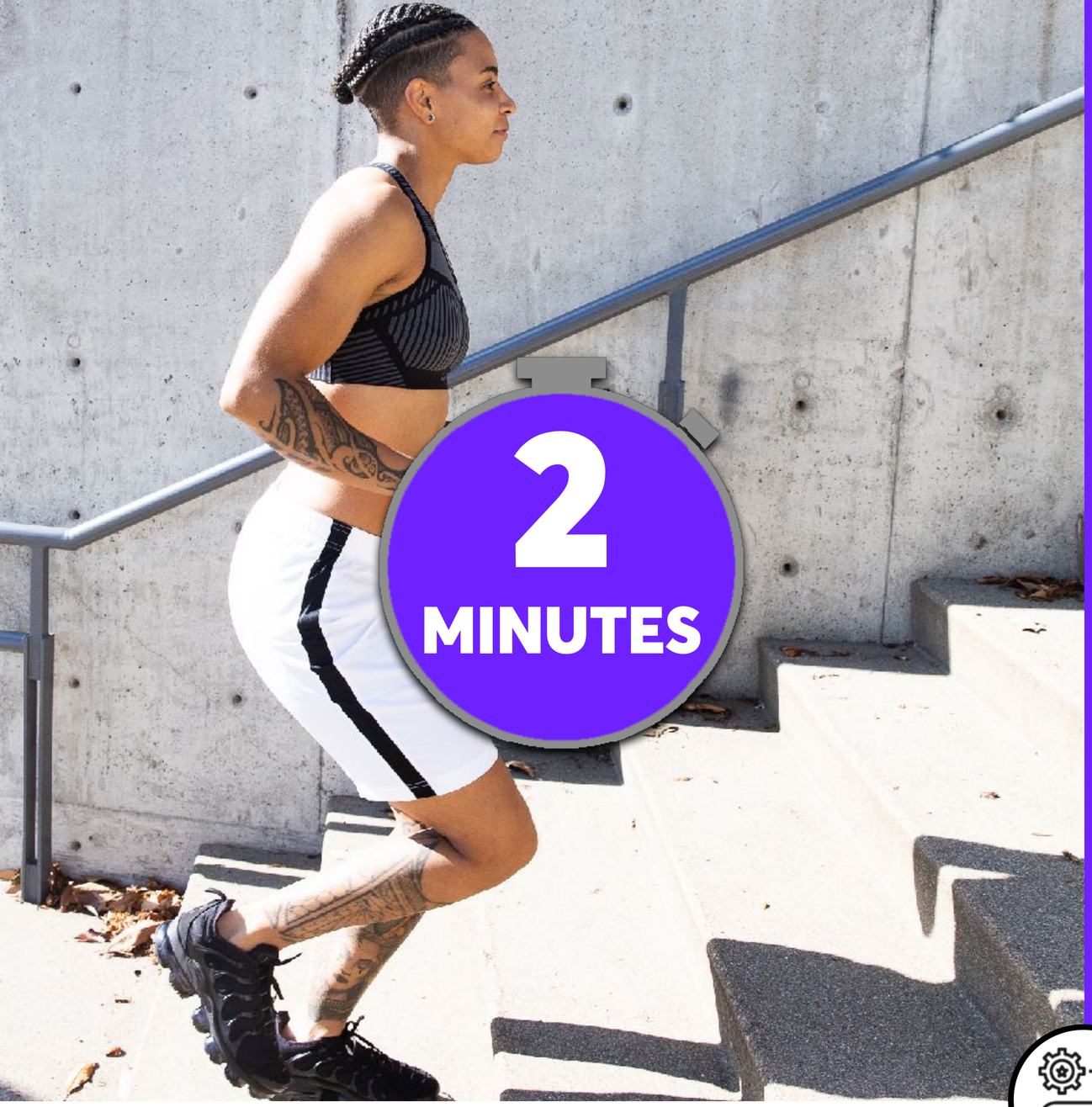
WHAT'S YOUR OBJECTIVE?

Plan a **follow up** meeting?

Visit your website?

Give an **introduction?**

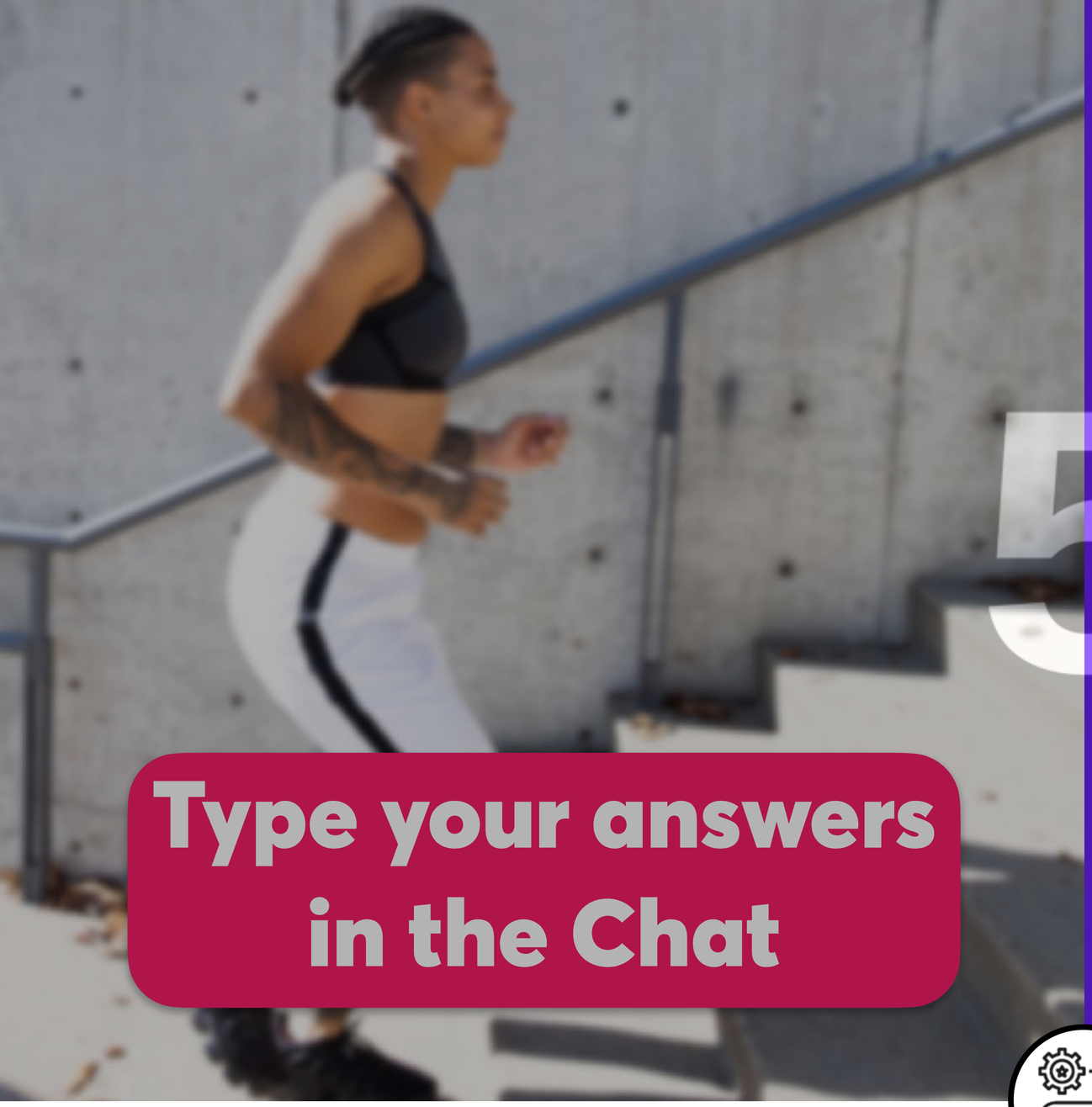
Sign a deal!



ACTION STEP

Type in the chat
what you want the audience
to do as a result of the pitch

Focus on **Action** - not just thinking differently



ACTION STEP

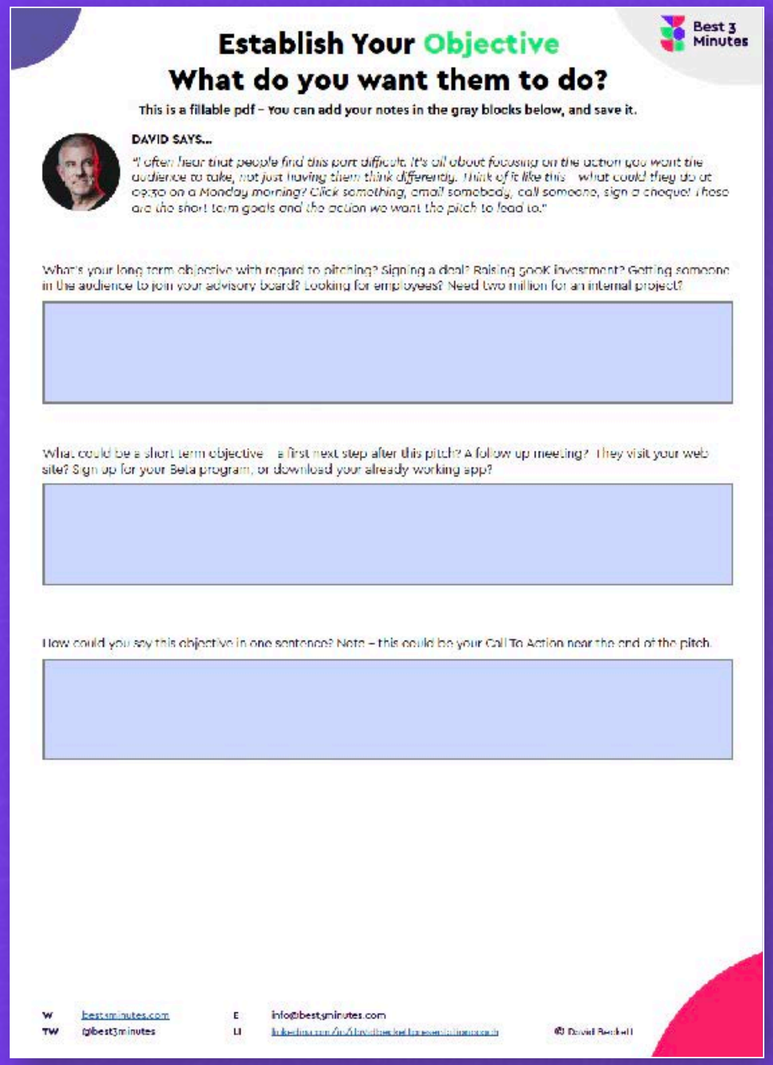
Type in the chat

what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently

5

Type your answers in the Chat



Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI [illegible]
© David Beckett

Write down your Objective

Fillable pdf download available

best3minutes.com/idhbrand


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

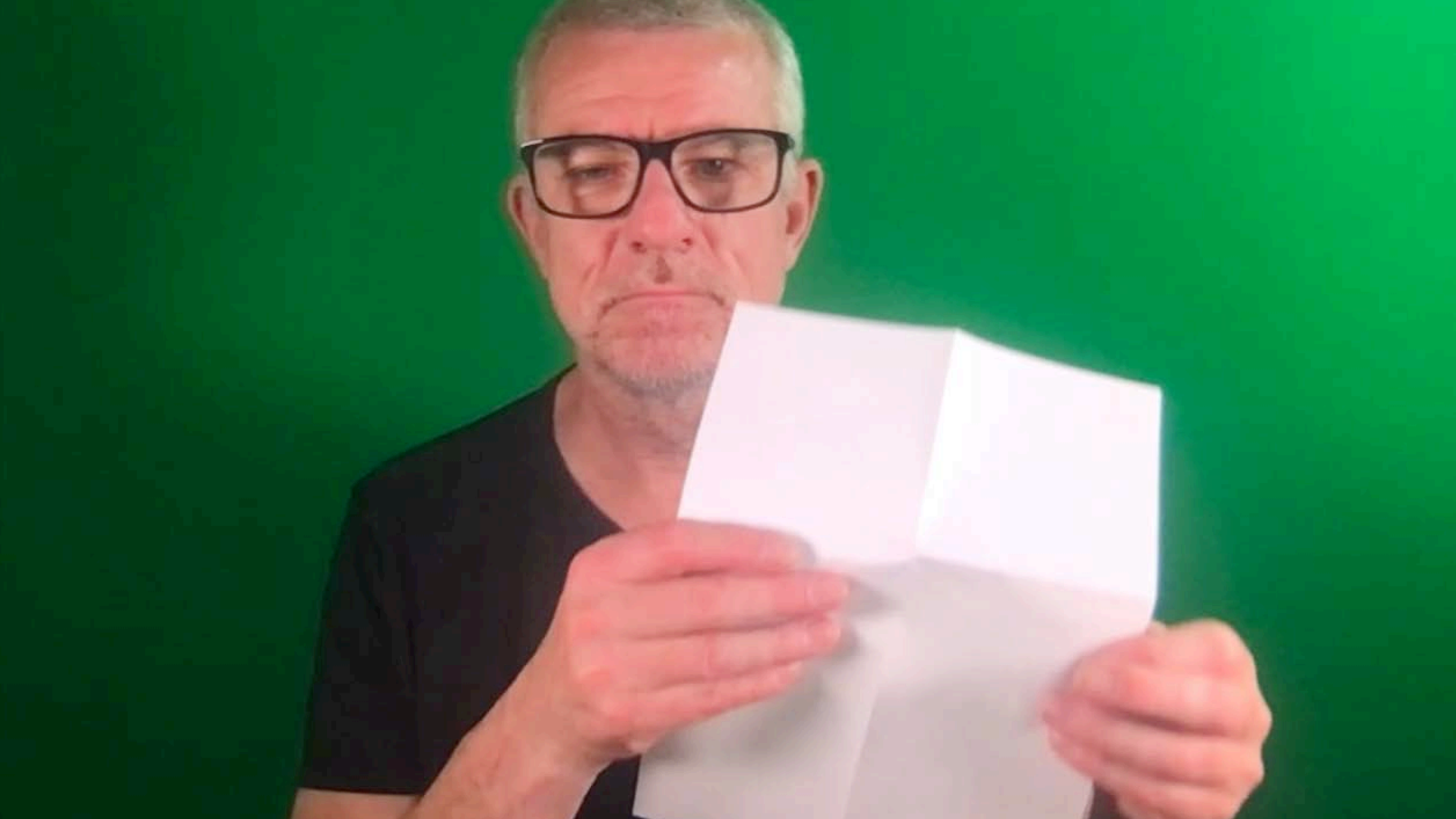



STOP!!!


Don't Open
POWERPOINT
Until you know what you are going to say...



Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



best3minutes.com/idhbrand

Which topics should be in

YOUR WINNING PITCH?

Process

HOW?

Content

WHAT?

WHO WE ARE



THE PROBLEM



THE PRODUCT



THE PROOF



THE IMPACT



THE ASK



THE TEAM



WHY YOU?





1

About IDH

WHO WE ARE

What do we **do?**

What do we **stand for?**

One level up from Projects and Programs

The **Challenge:** 60 seconds!

1

2.1 — Brand Positioning on a page

Who

We are the Collaborative Change Agent.
We communicate with empowering simplicity
and champion inclusivity, courage, and integrity

What

We leverage the power of markets to
create better jobs, better incomes, a better
environment and gender equality for all

How

By convening, co-creating and co-financing
inclusive and sustainable solutions that catalyze
change at scale

Why

We do this to put people, planet, and progress
at the heart of markets



1

Our Brand Archetypes

PRIMARY

Creator

To those who seek a step-change, we are the innovative Creator, synthesizing information into new ideas that unlock big opportunities.

+

SECONDARY

Sage

To those we are a knowledge partner—the reassuring Sage.

From our vast network, we collect large amounts of data and convert it to insights, clarifying the opaque, illuminating the obscure, and reducing perceived risks.

IDH's public-facing brand is rooted in the Creator archetype. But to some stakeholders we communicate more through the filter of the Sage archetype.

Which are you most likely to use?
Please type **1, 2** or **3** in the Chat
1. Creator or **2. Sage,** or **3. Both!**

2



PAIN

What is the **problem** you solve?

The **Why** of your proposition



PAIN

What's the
Human Result
of the problem
you're solving?

Be specific
PUT A NUMBER ON IT

"They are not sustainable enough"

"There is a lot of gender inequality "

"65% of companies in this industry will miss their 2030 sustainability targets."

"Female unemployment is running at **X%**"

Securing Smallholder Livelihoods in Rainfed Maharashtra

A case study on de-risking farmer's livelihood from the impact of climate change in Maharashtra through coordinated solutions promoting water security and integrated livelihood opportunities.

The problem | Addressing the issue | Creating access to water



In Jalna, Maharashtra, 85% of the geographical area is under agricultural use, with over 40% of cultivable land under cotton cultivation; however, agricultural productivity in the region has been in decline. Recent changes in climate conditions have led to increased temperatures, erratic rainfall, and made the region severely drought-



3

PRODUCT

Product = Project, Proposition, Partnership

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product



PRODUCT

Which **project,** partnership, **opportunity** or service are you pitching?


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

Brainstorm: write down 3 sentences for each of the following;

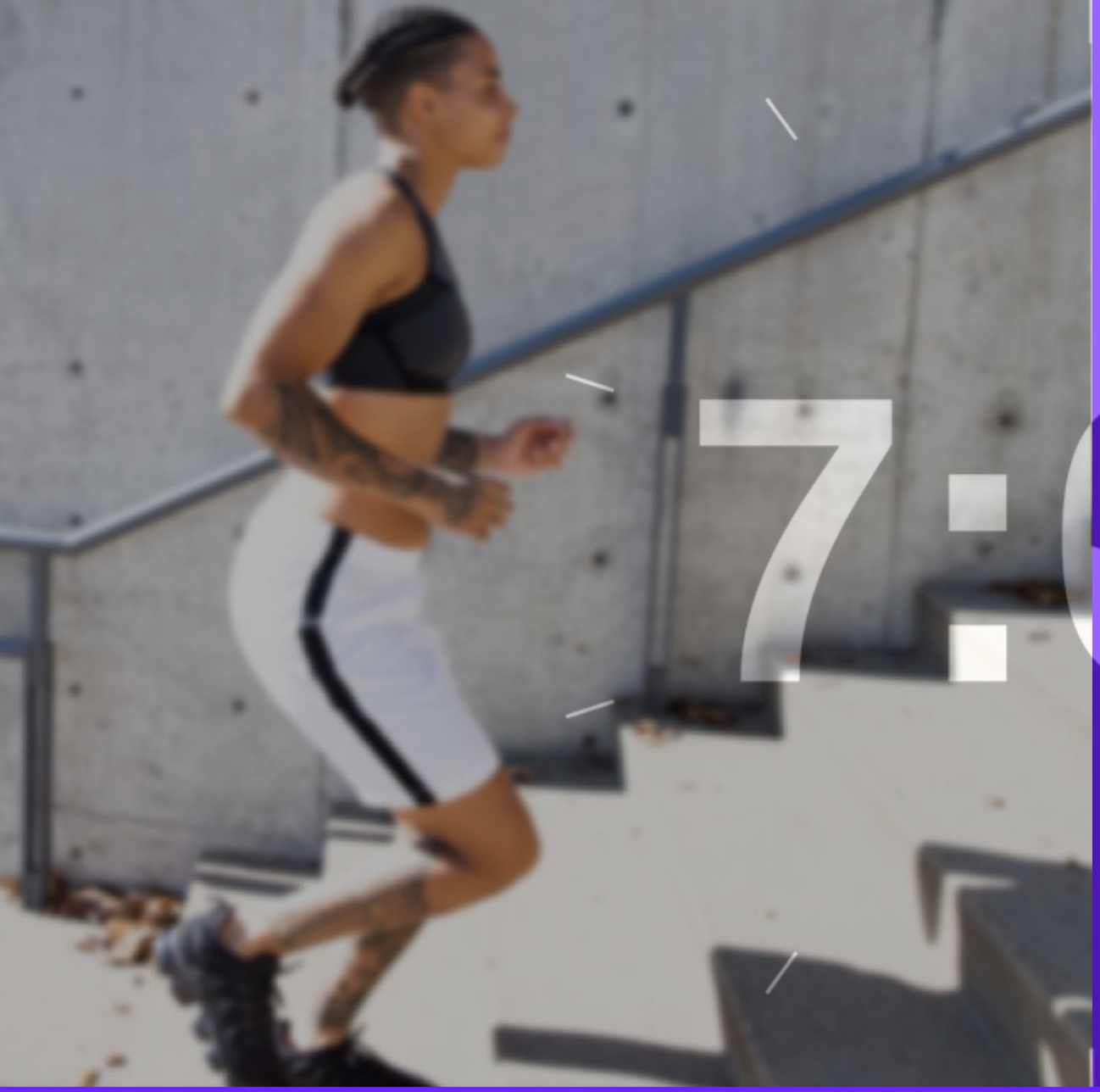
1. Who are IDH?

2. What problem do we propose to solve?

Who are the **people** or **organisations affected**?
What **problems** do they face today?
How much inequality, negative environment impact, lost opportunity?

3. What is the project/program we propose?

best3minutes.com/idhbrand



ACTION STEP

Brainstorm: write down 3 sentences for each of the following;

1. Who are IDH?

2. What problem do we propose to solve?

Who are the **people** or **organisations affected**?
What **problems** do they face today?
How much inequality, negative environment impact, lost opportunity?

3. What is the project/program we propose?

best3minutes.com/idhbrand

4



PROOF

Who's already **involved**?

Partners, Initiatives

Success Stories

Global Coffee Platform (GCP)

GCP and IDH share a common vision of a thriving, sustainable coffee sector which implies the expectation of farmers' prosperity based on closing the living income gaps.

International Coffee Organization (ICO)

The ICO, as a representative of the coffee producing and consuming governments, is an important partner to IDH.

Community of Interest for Coffee in Switzerland (CIC Switzerland)

With the CIC and SECO, IDH Coffee Program is working on a program to address human rights due diligence through closing living income gaps.

Always open to new partnerships

Creating change can never be done in isolation. Therefore, we are always open for new partnerships.

We work with many private sector partners in the coffee sector

TOUTON

JDE

NESPRESSO



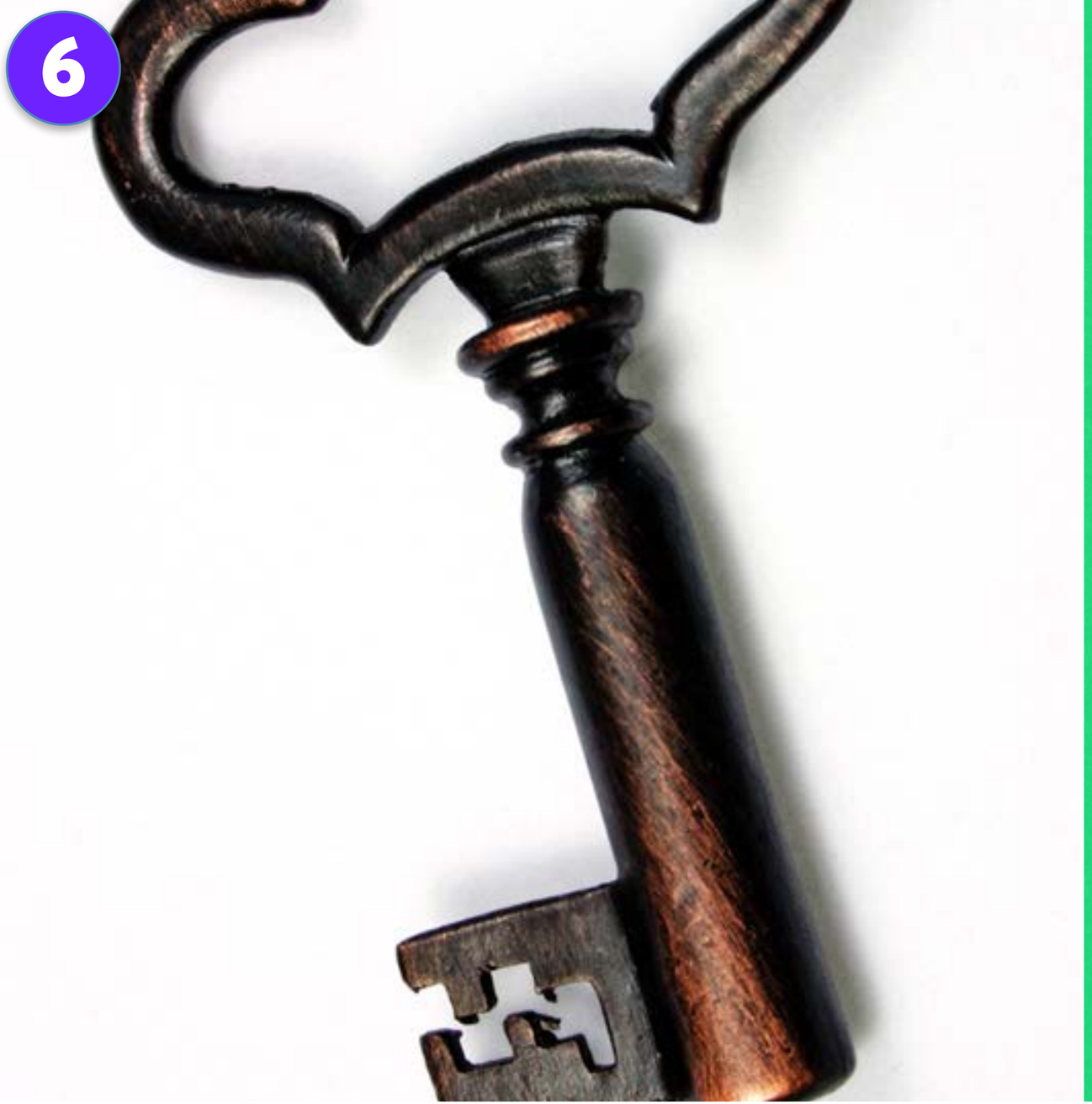
5

WHAT'S THE IMPACT?

Examples of impact made

Quantified and Specific

6



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Partnership?



MILESTONE

Where will the investment/support **bring** you?

Make clear the **value** their involvement will **deliver**



ACTION STEP

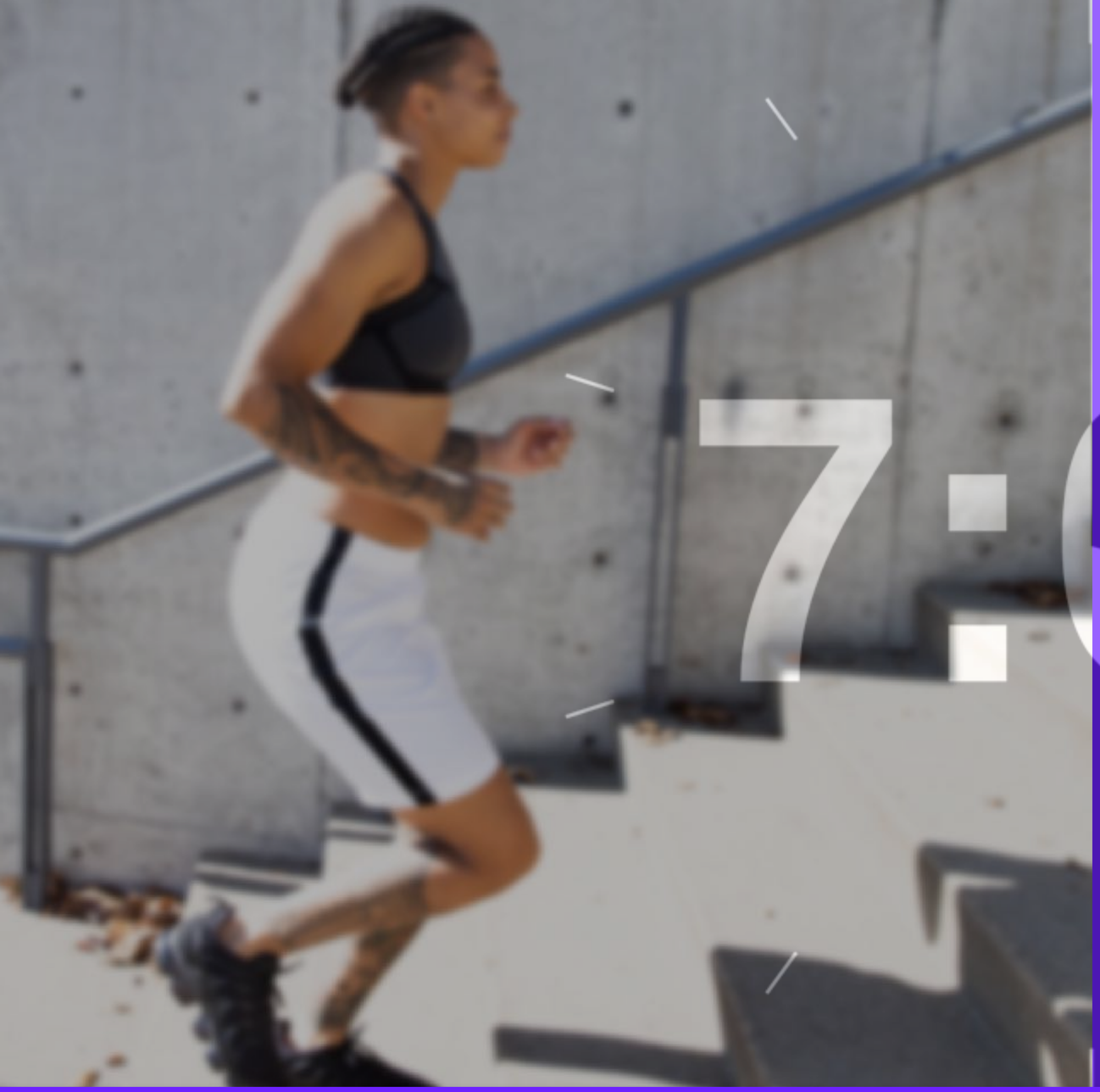
Brainstorm: write down 3 sentences for each of the following;

1. What Proof or Success can you share?

2. What Impact can you generate?

3. What is the Ask, and what Milestone will you reach?

best3minutes.com/idhbrand



ACTION STEP

Brainstorm: write down 3 sentences for each of the following;

1. What Proof or Success can you share?

2. What Impact can you generate?

3. What is the Ask, and what Milestone will you reach?

best3minutes.com/idhbrand

7



TEAM

Who is making it happen?

On a
Project level

On an
Organisation level

Headquartered in the Netherlands, IDH has around 380 employees globally, operating in 20 landscapes and 12 commodities and sourcing regions with over 1000 public and private partners. In 14 years of operation, IDH has catalyzed over 390 M in private sector investment and support for new business models that create better jobs, better incomes, a better environment, and gender equity for all.

Adapt to **your** local organisation/region

ONE LAST THING...



8



WHY YOU?

What's your **personal motivation** to offer this proposition?

Brand Values



Courage

We empower courageous people around the world to act as agents of positive change in the face of intimidating challenges



Integrity

We are independent, credible, and trustworthy to all stakeholders, including ourselves



Inclusivity

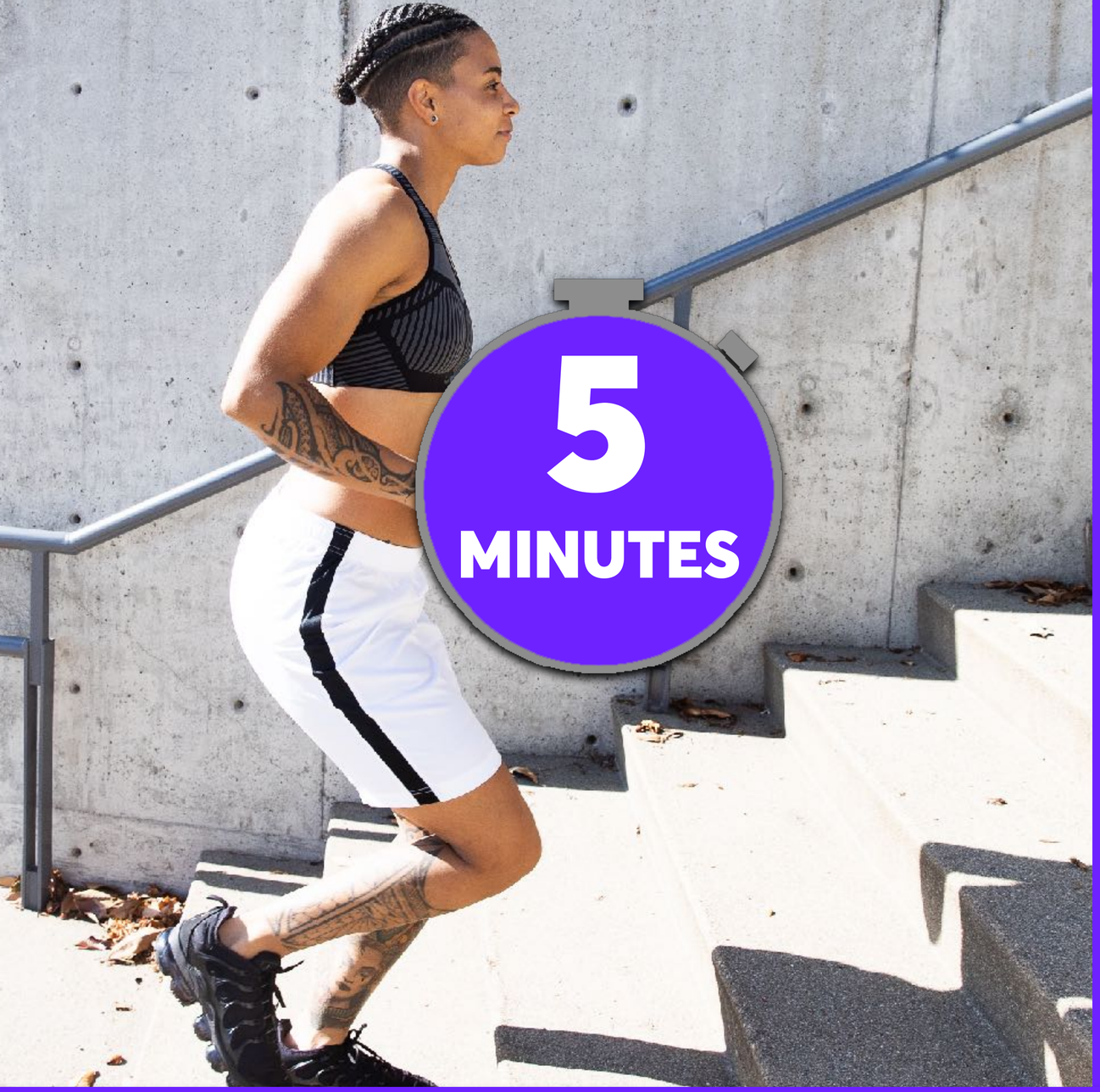
We build broad alliances based on mutual respect to create and implement sustainable solutions



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down 3 sentences for each of the following;

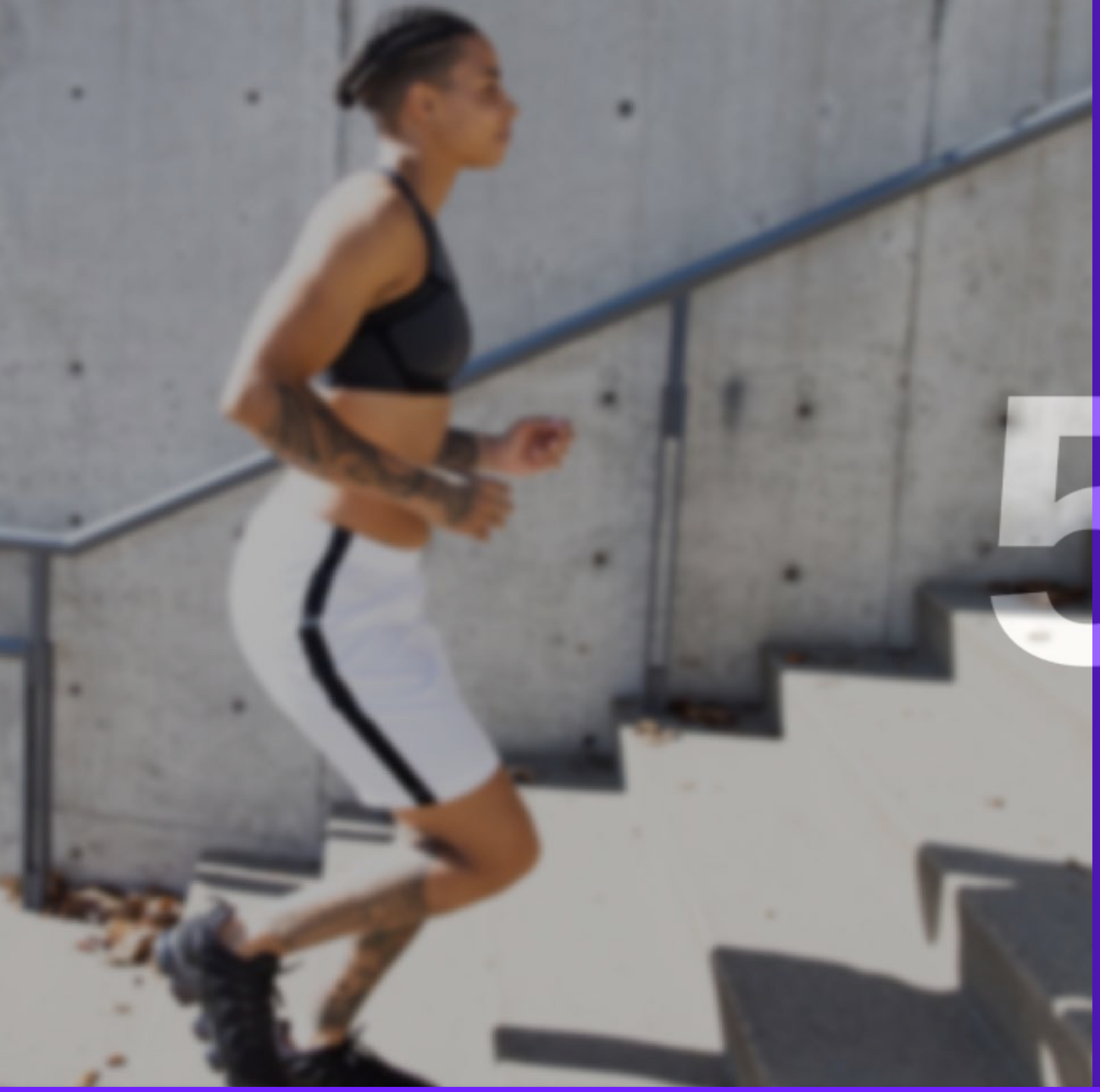
1. Who is the team behind the proposition?

Skills, experience and character

2. Why You?

What's your personal motivation to be part of this project?

best3minutes.com/idhbrand



ACTION STEP

Brainstorm: write down 3 sentences for each of the following;

5

1. Who is the team behind the proposition?

Skills, experience and character

2. Why You?

What's your personal motivation to be part of this project?

best3minutes.com/idhbrand


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


How do you
TEST YOUR PITCH?



FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test your pitch with a trusted colleague or friend.

Ask for their feedback, based on these three questions.

best3minutes.com/idhbrand



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



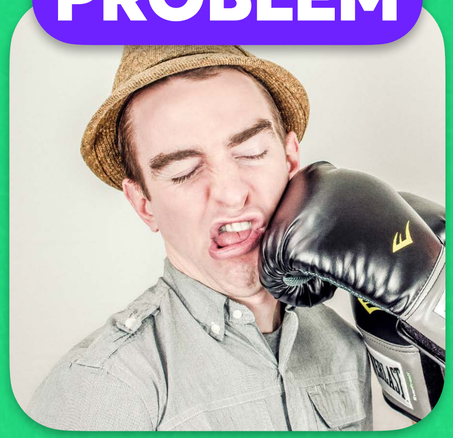
Friendly advice
for improvement


QUESTIONS?
Feel free to
STAY ON THE CALL AT THE END

WHO WE ARE



THE PROBLEM



THE PRODUCT



THE PROOF



THE IMPACT



THE ASK



THE TEAM



WHY YOU?



Pitch tools and

RESOURCES







best3minutes.com/idhbrand

All the workshop
SLIDES



best3minutes.com/idhbrand

Best 3 Minutes

5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at;
tiny.cc/pitchworkshop

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
David Beckett

Best 3 Minutes

5

Biggest Pitching Mistakes To Avoid



Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at;
tiny.cc/pitchworkshop

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
David Beckett

Best 3 Minutes

5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.

Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

Don't miss out on all the tools available online at;
tiny.cc/pitchworkshop

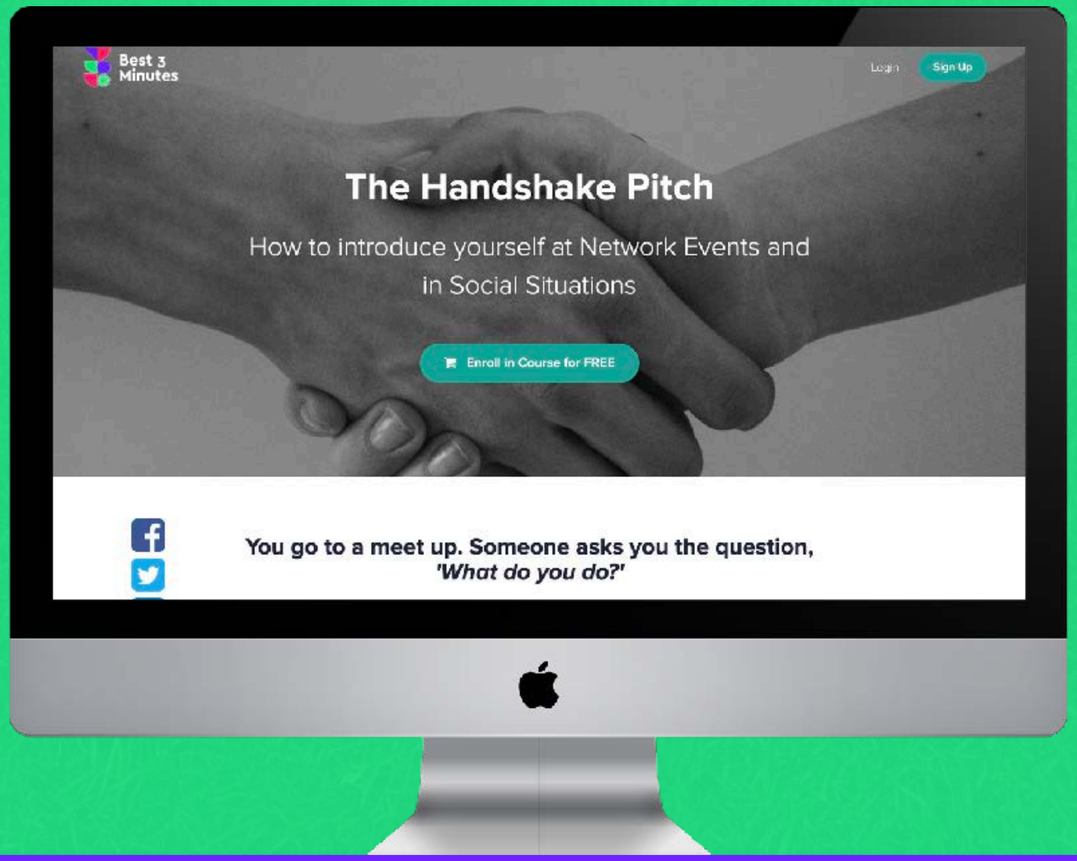
W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
David Beckett

best3minutes.com/idhbrand

FREE

10 Minute Online Course

YOUR INTRO PITCH



best3minutes.com/idhbrand

FREE



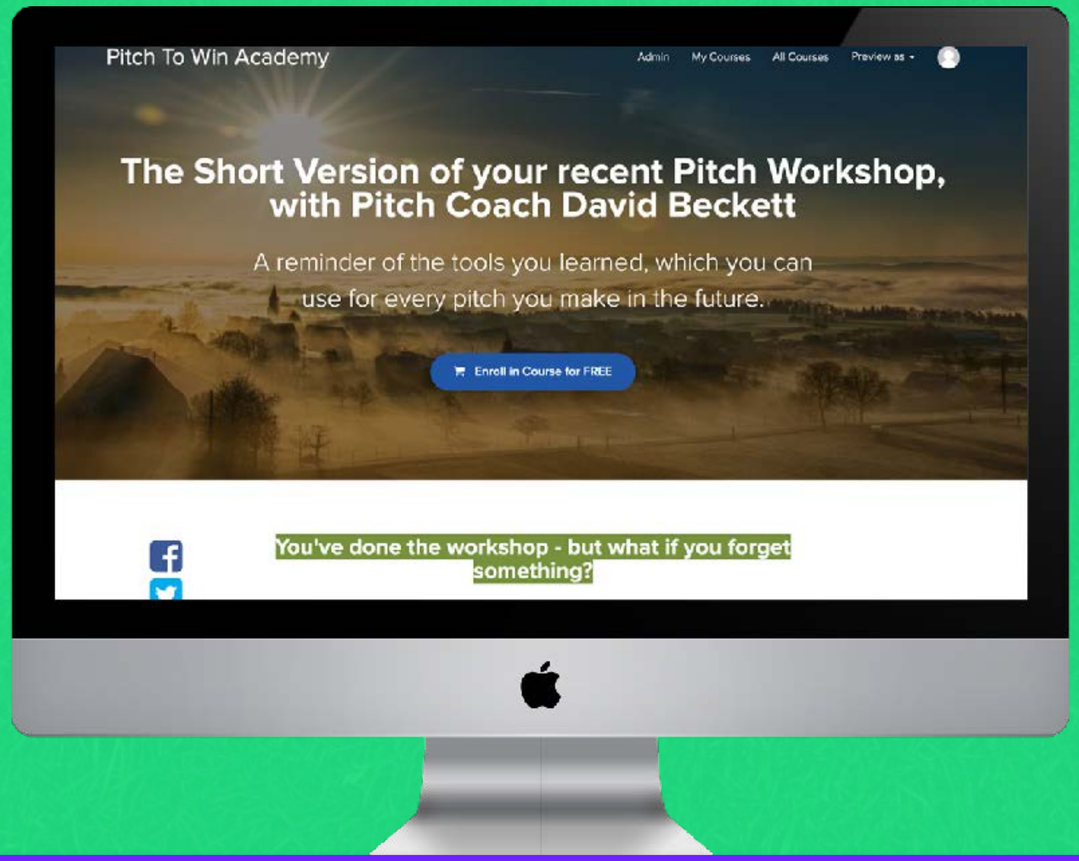
The App: iOS and Android

PitchProfessional

best3minutes.com/idhbrand

FREE

Online Pitch Course



best3minutes.com/idhbrand



David Beckett

Best3minutes.com

Connect with me

LinkedIn™

best3minutes.com/idhbrand