Presentation Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

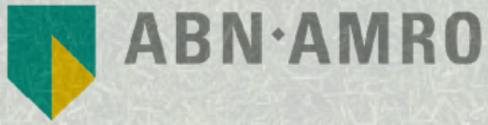
best3minutes.com

Best 3 Minutes

29 Countries

TRAINED 36,000+ PEOPLE

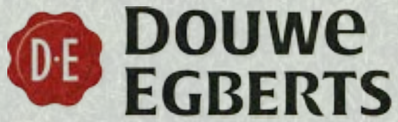

























Coached 30+ TEDx Speakers
CERN, AMSTERDAM, MUNICH
15%
FEEL
FEEL
FEEL
FEEL
FEEL
TEDx Amsterdam
WHAT WE FEEL
WHAT WE SEE
WHAT WE BELIEVE


Canon
WIDE
IMAGING
STEREO


GREAT IDEAS
NEED A VOICE



This is a **DO** workshop

not just a think session



ACTION STEP

this means
I'm going to ask you
to do something!

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Present yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



5

ACTION STEP

Present yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



Who are we presenting to?

Why are we presenting?

What should we present?


TOOLS

The most frequent presentation
YOU WILL EVER MAKE




2




25 Seconds - 4 sentences
THE HANDSHAKE INTRO
The Question...
"WHAT DO YOU DO?"

The basis of any
ANY GREAT PRESENTATION



Someone who **doesn't know much** about your business



They understand **EVERYTHING...?**

The basis of any
ANY GREAT PRESENTATION



Someone who **doesn't know much** about your business



They ask **Questions**



ACTION STEP

Write down your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Write down your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?

How to talk about
CUSTOMER PAINS

"What they are struggling with is…"

"They are losing time
every day because…"

"What's driving them crazy is…"

How to talk about
CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."



ACTION STEP

Write down your Handshake Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



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7 MINUTES

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 Handshake Intro:**

25 seconds, 4 sentences

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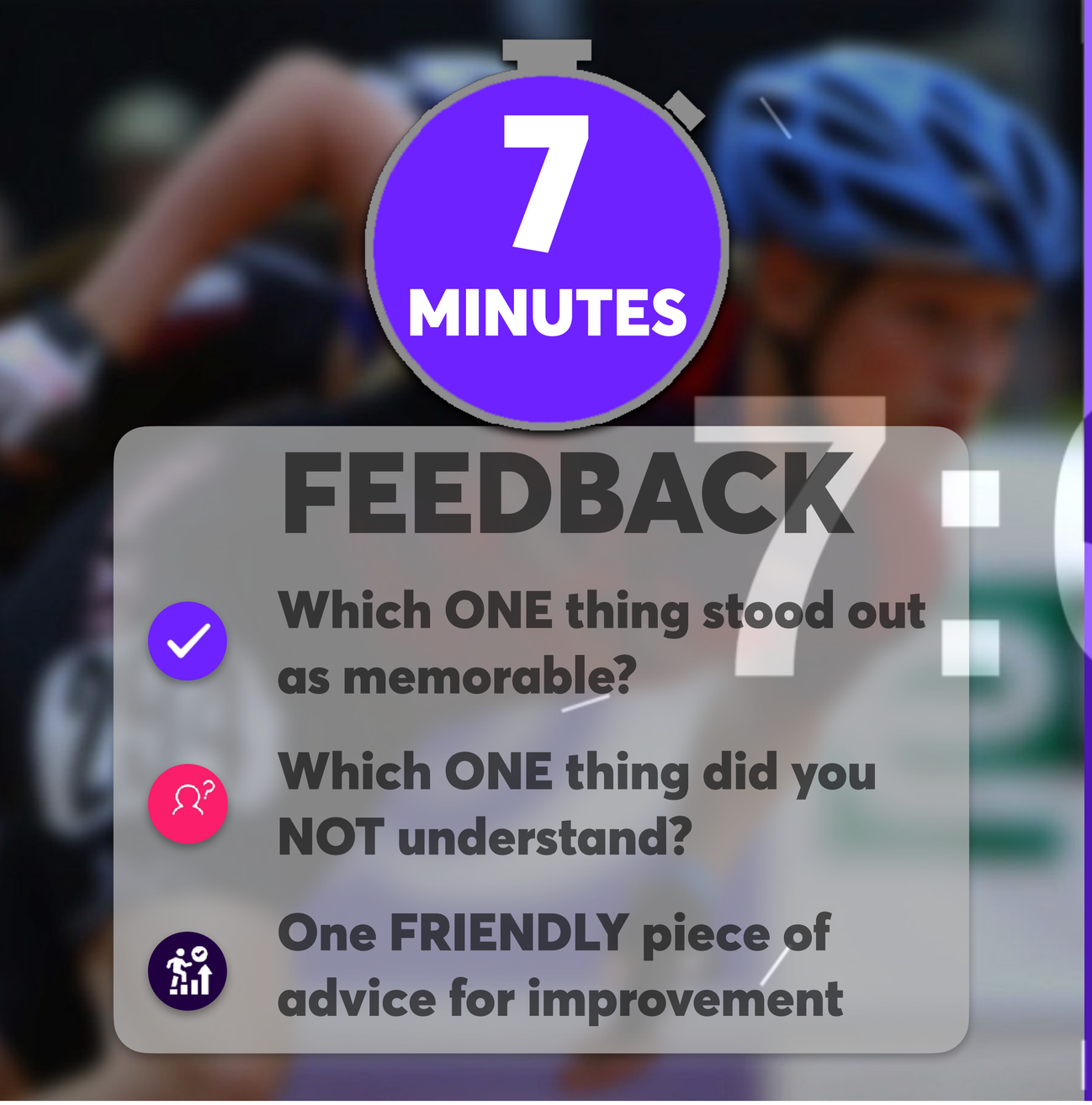

ACTION STEP

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25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Anyone want to share
WHAT YOU LEARNED?


You've just gone through the
BEST WAY TO PRACTICE



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


TOOLS

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important presentation
you have coming up

and one sentence on
WHO you will present it to

(Important Presentation = a moment you need to **persuade** someone to **take action**)



ACTION STEP

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the next important presentation
you have coming up

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WHO you will present it to

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TOOLS

OPEN-3-CLOSE©

Presentation Model

The Open-3-Close© Presentation Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

STORYLINE with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Presentation Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Write down in 2 minutes who the **audience** is for your presentation

---

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

Write down in 2 minutes who the **audience** is for your presentation

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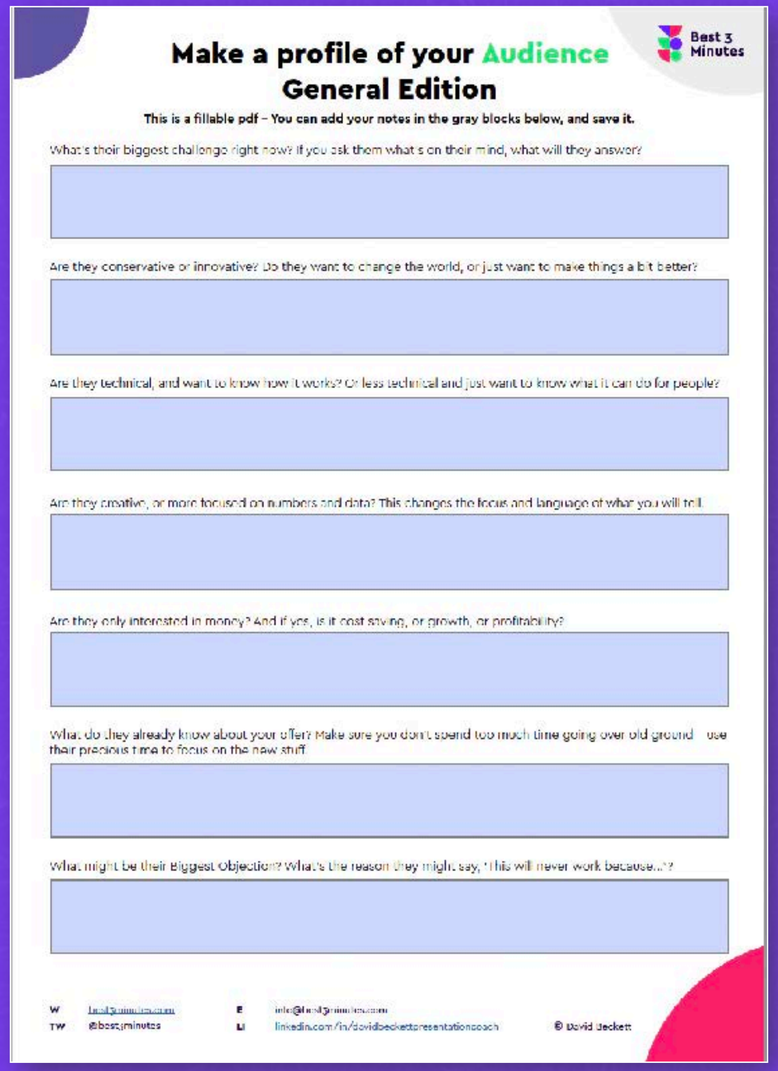

Make a profile of your Audience
General Edition

Best 3 Minutes

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

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their Biggest Objection? What's the reason they might say, "This will never work because..."?

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Make a profile of your audience

Fillable pdf downloads available

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The Open-3-Close© Presentation Model







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?

Assign **resources?**

Agree to plan a **follow up** meeting?

Provide **introductions?**

Agree to a **provide feedback/data?**

Sign a **deal!**



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the presentation

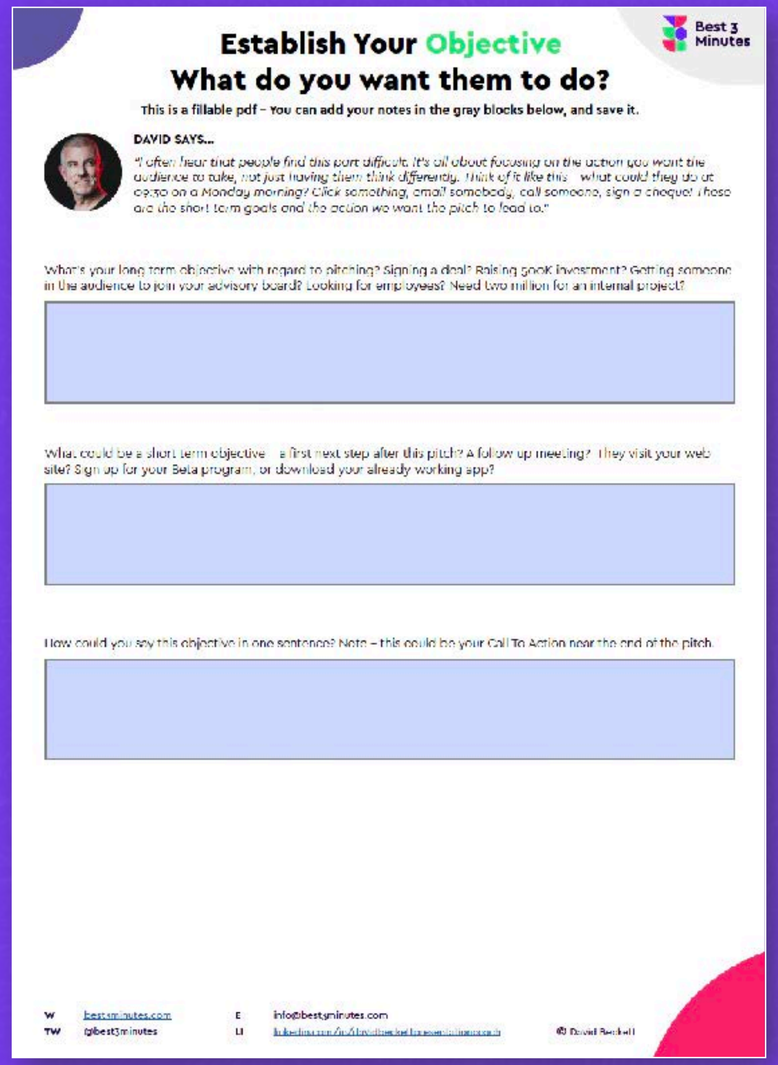
Focus on **Action** - not just thinking differently



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the presentation

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



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.

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Write down your Objective

Fillable pdf download available

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The Open-3-Close© Presentation Model







How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will YOU spend preparing presentations?

38 MONTHS 🤬





...of your working life

Best 3 Minutes

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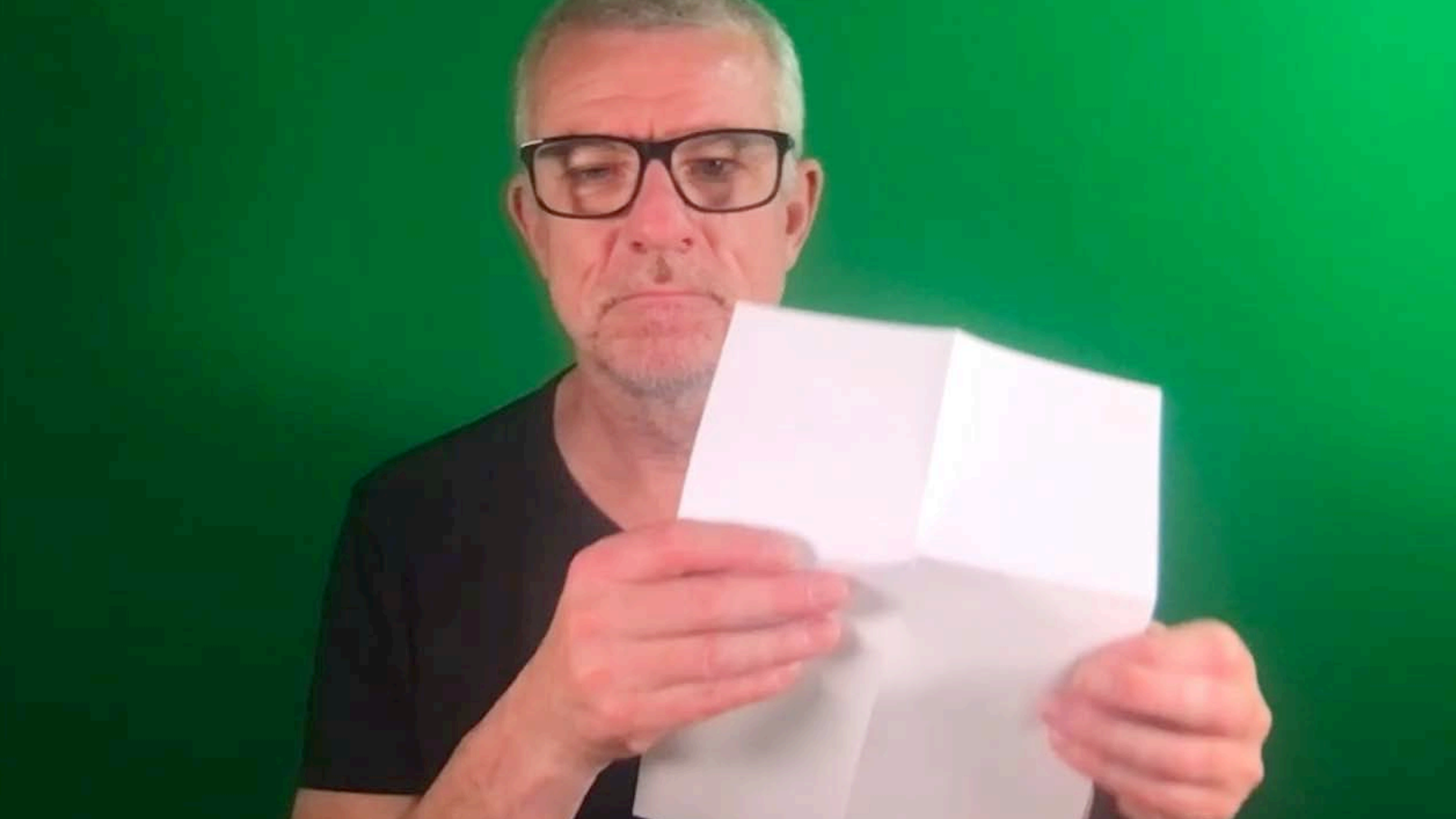
STOP!


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



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How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE ASK



TIMELINE



WHY YOU?



1



PAIN

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



PAIN

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to…"



PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific

PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

"They have to make up to 10 calls"


nuventura
Getting rid of SF,
04:53
04:53

2



PRODUCT

'Product' = Project, Proposition, Partnership

How do you **solve** the problem?

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



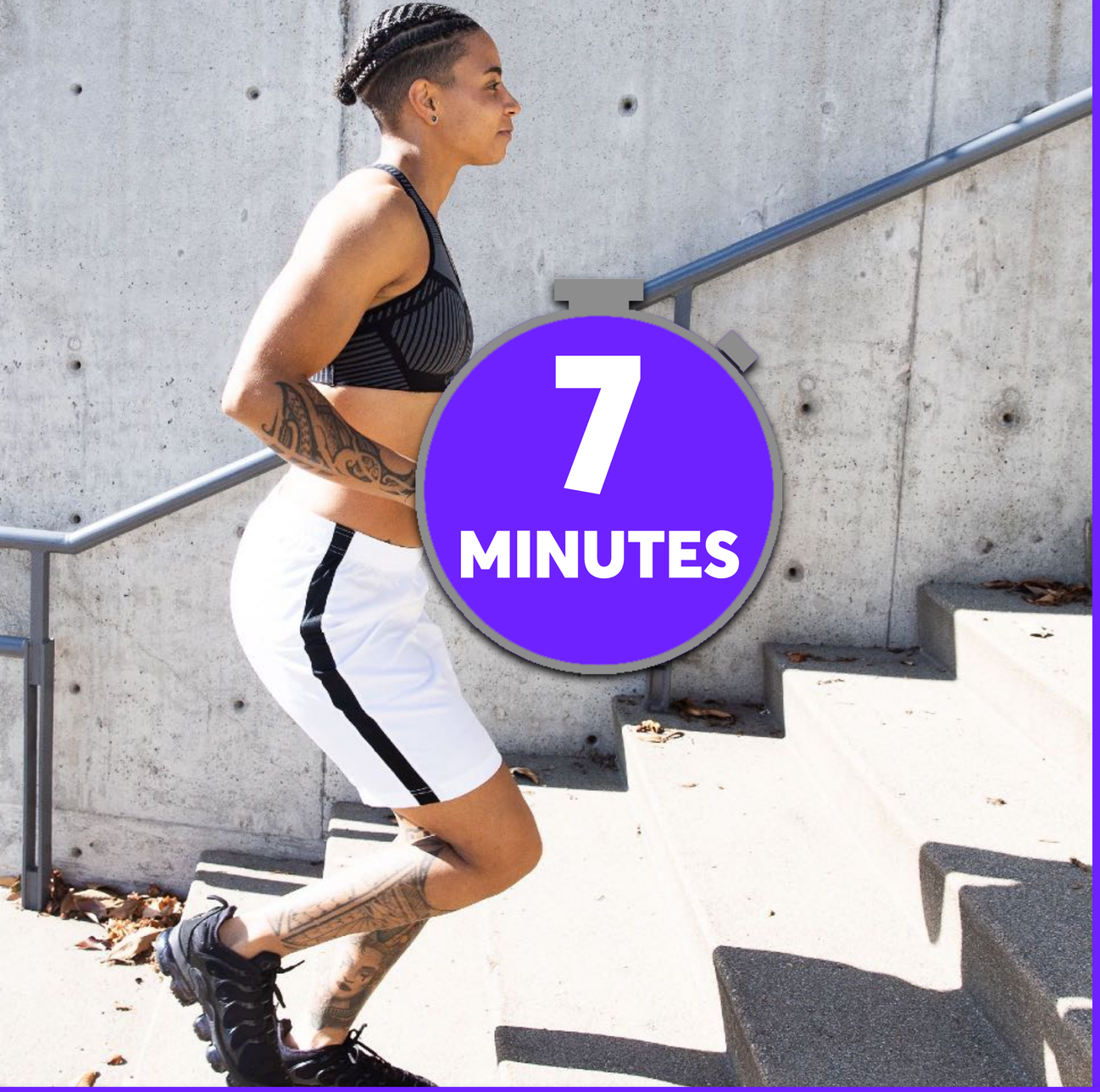
3

UNIQUE

What's **special** and **new** about your proposition?

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)



ACTION STEP

Brainstorm: write down at least 3 points for each of the following;

Pain: What problem do we propose to solve?

Who are the **people** or **organisations affected**?
What **problems** do they face today?
How much - be specific where possible

Product: What is the project/program we propose?

What's Unique?

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ACTION STEP

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What's Unique?

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4



PROOF

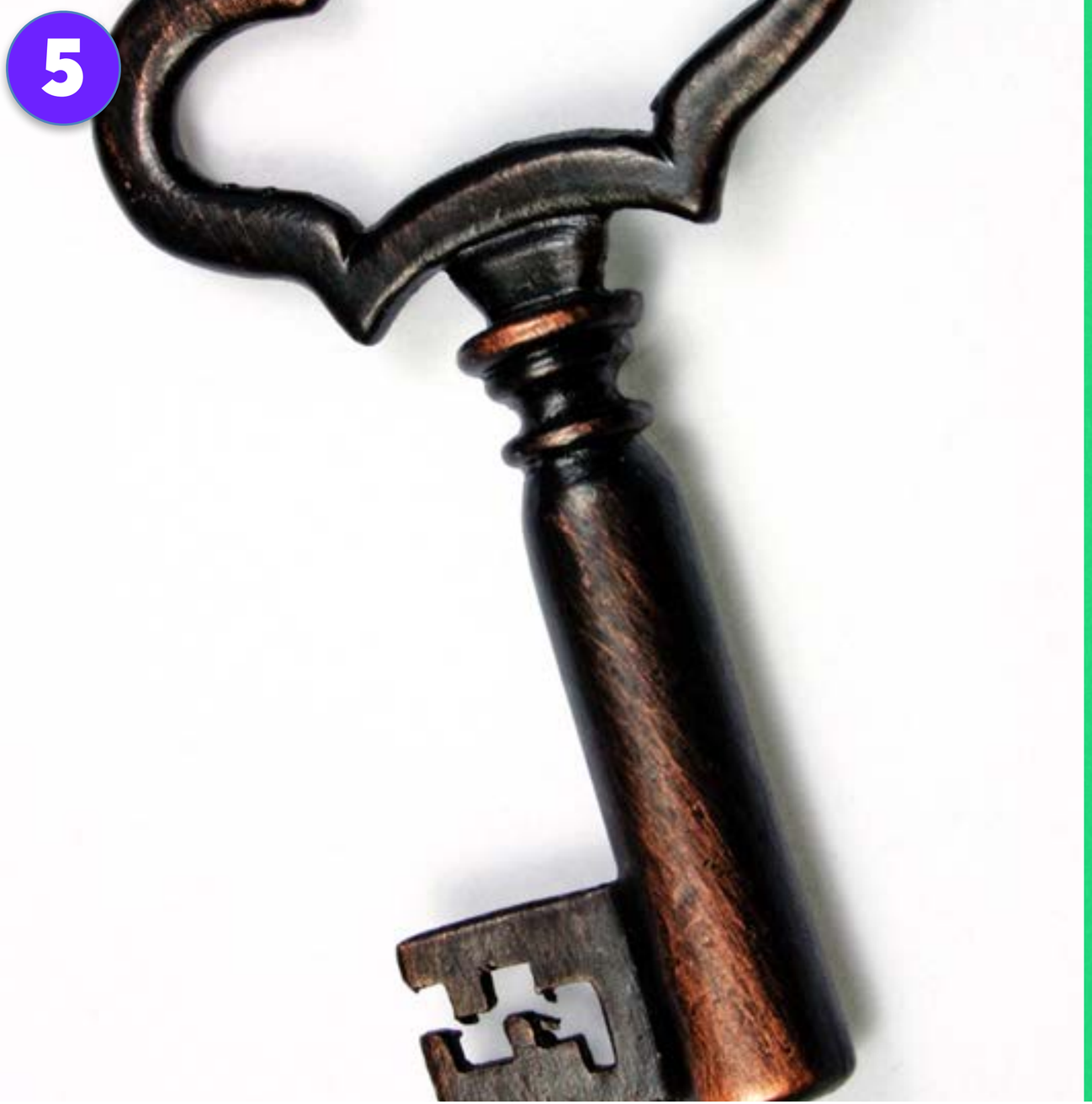
Who's already **involved**?

Who already **trusts** you?

Partners, Initiatives

Success Stories

5



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice? Time

Introductions?

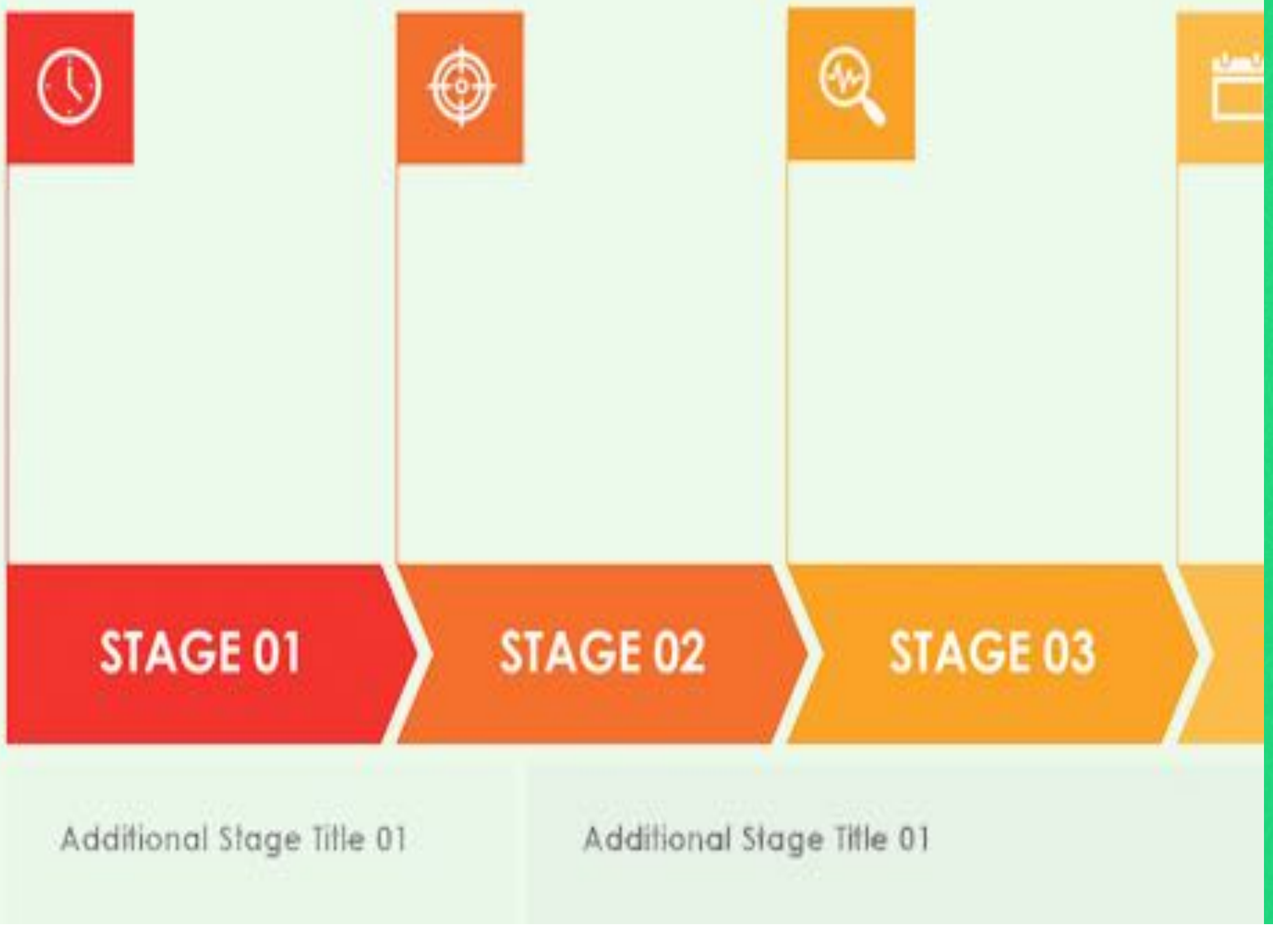
Follow Up **Meeting**?

Commitment to a concrete next step?

Support from **other departments?**

6

Project Timeline



FIRST NEXT STEPS

What happens **next**?

3-4 concrete immediate next steps

2-3 **longer term** steps

Link **resources request** to the **plan**

ONE LAST THING...



7



WHY YOU?

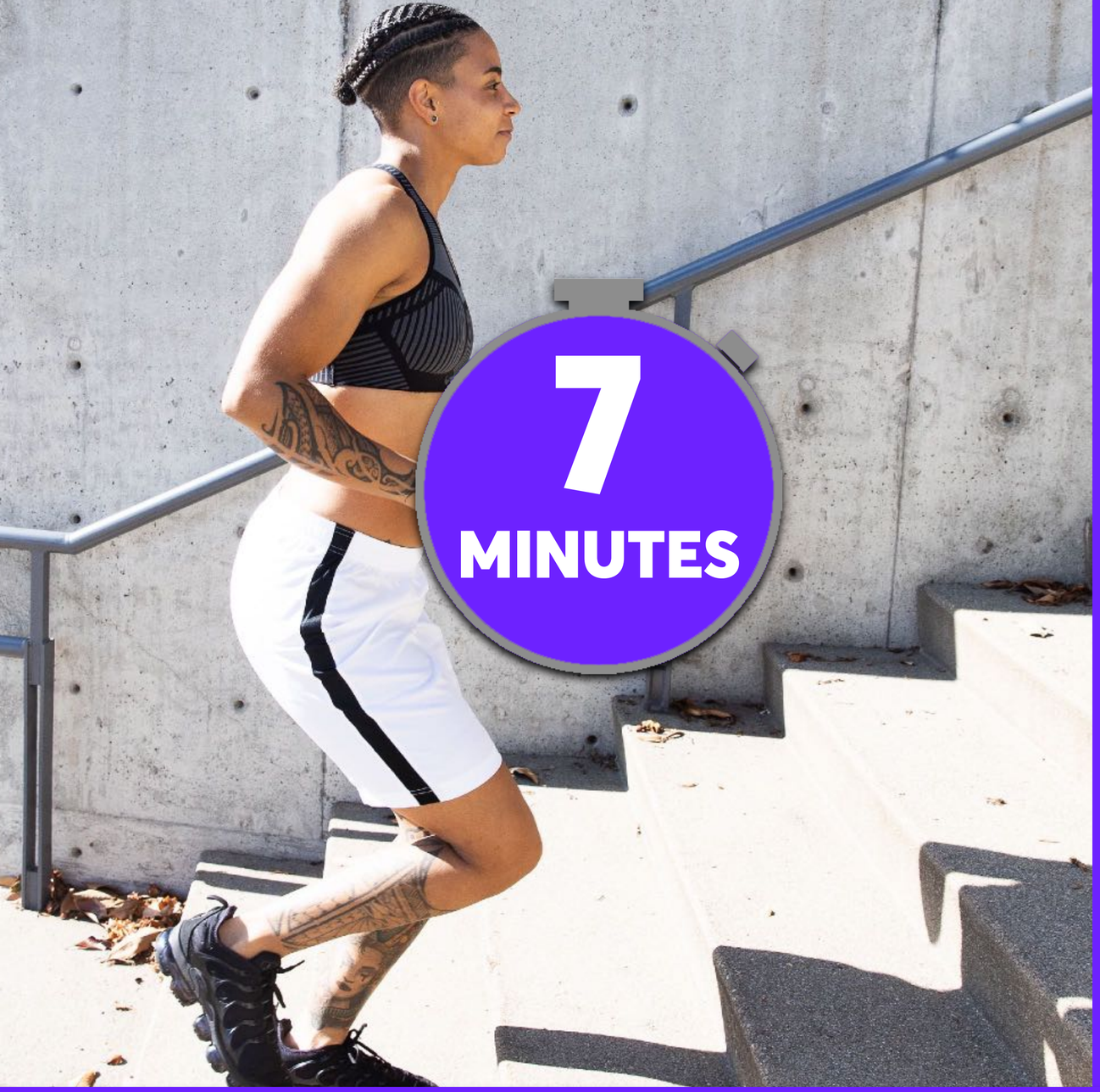
What's your **personal motivation** to offer this proposition?



WHY YOU?

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

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down at least 3 points for each of the following;

Proof: What track record can we share to build credibility?

Ask: What do you need from your audience - call to action?

Why You? Why do you believe in this?

Timeline: What happens next: short- & mind-term

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ACTION STEP

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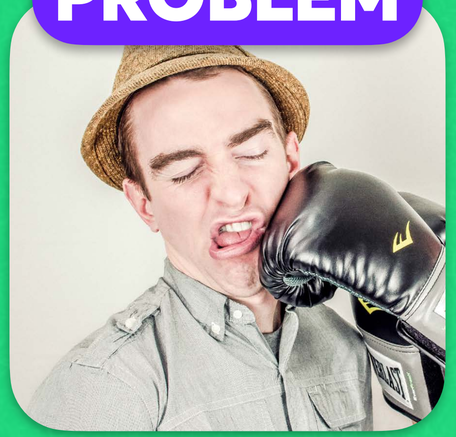
THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE ASK



TIMELINE



WHY YOU?




Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a
2 minute presentation
with the following;

Pain, Product,
What's Unique,
Proof, Why You

(doesn't have to be in this order)

2 minutes = 18 short sentences.



ACTION STEP

Prepare a
2 minute presentation
with the following;

Pain, Product,
What's Unique,
Proof, Why You

(doesn't have to be in this order)

2 minutes = 18 short sentences.



ACTION STEP

TEST your
2 minute presentation
with the following;

Pain, Product,
What's Unique,
Proof, Why You

2 minutes = 18 short sentences.

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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
2 minute presentation
with the following;

Pain, Product,
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2 minutes = 18 short sentences.

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Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
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What did you learn?
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What will you change?


You've just gone through the
BEST WAY TO PRACTICE



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

The Open-3-Close© Presentation Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

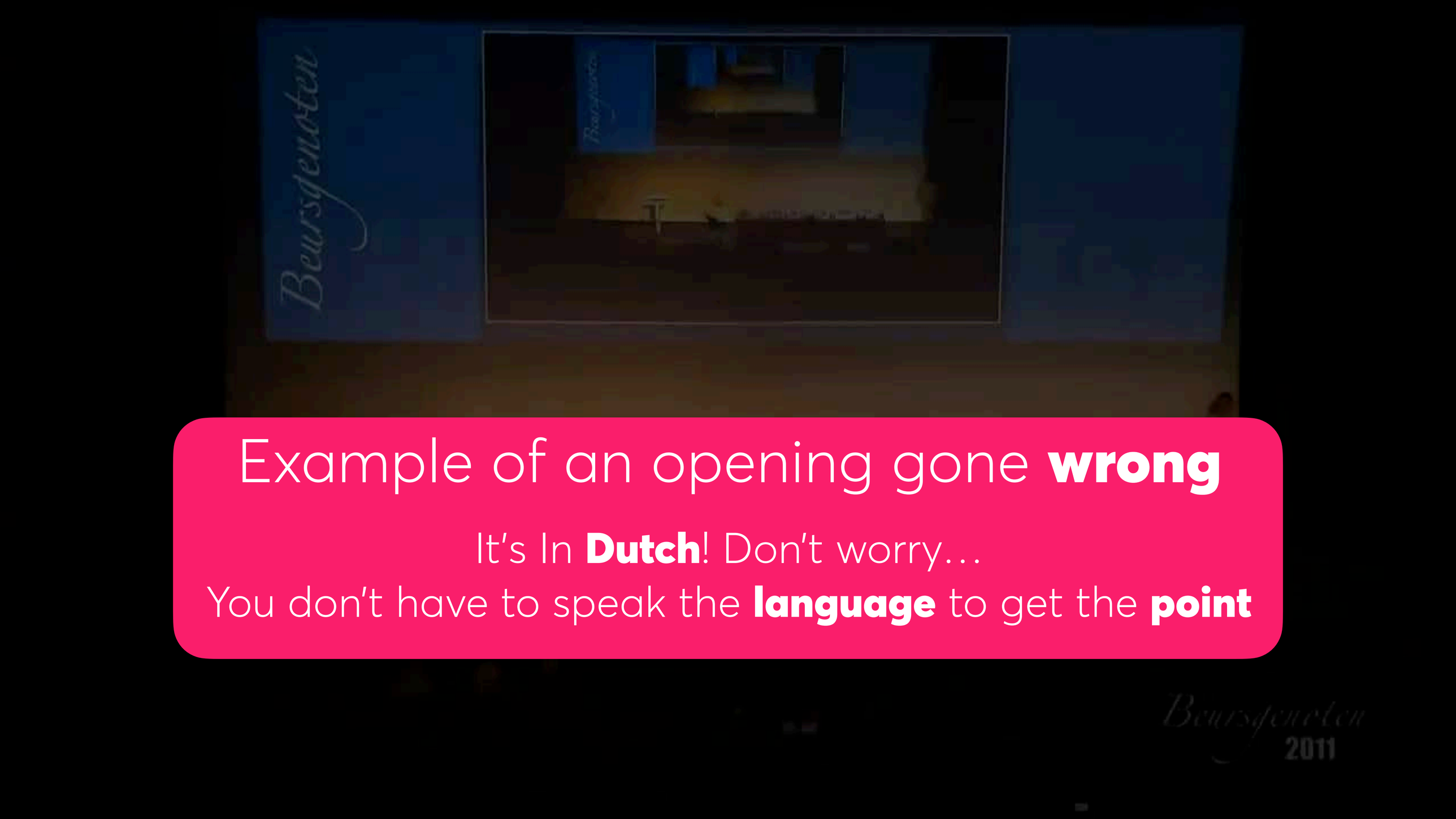
BRAINSTORM
with Post-It Notes

Opening



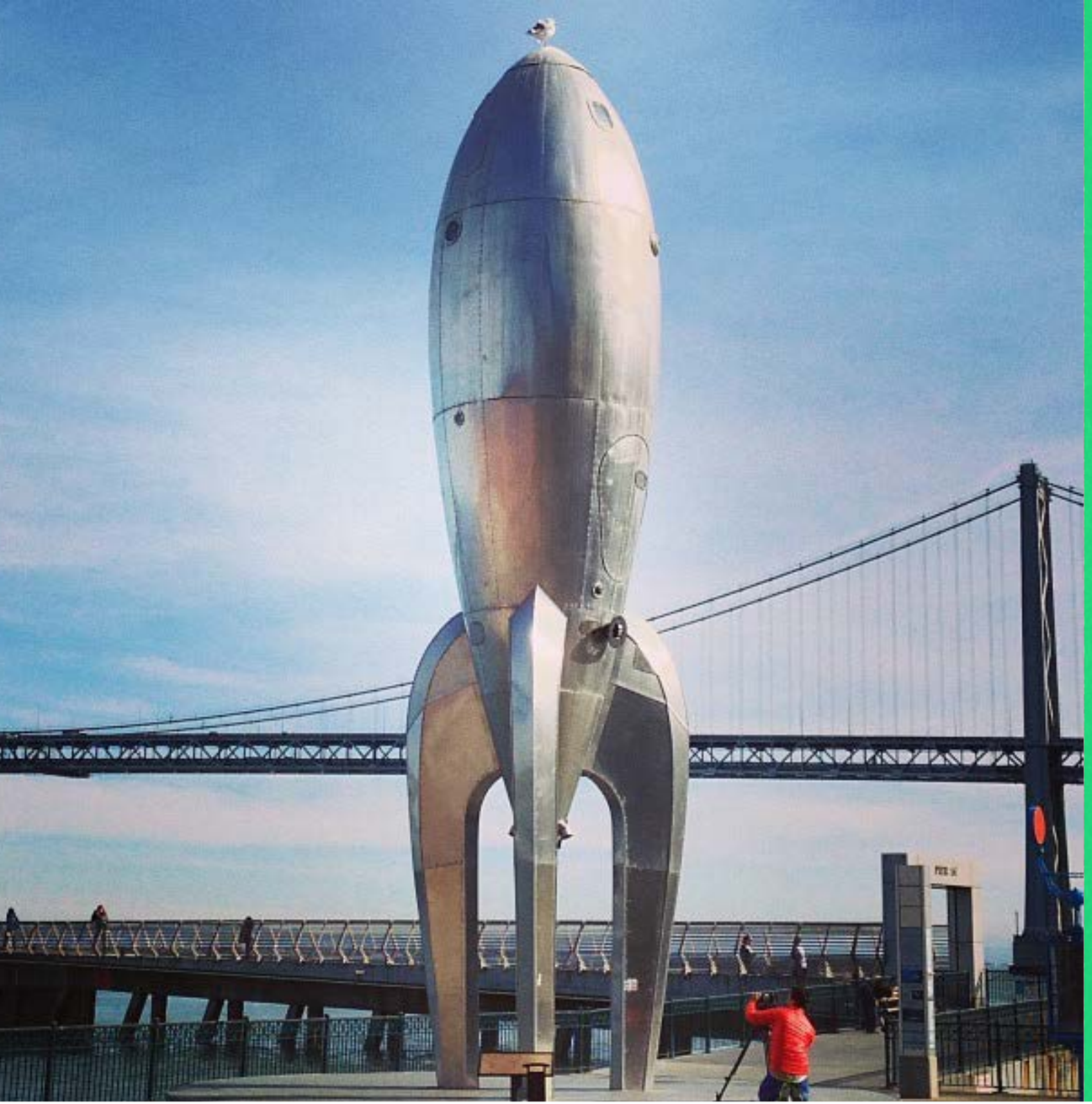
Best 3 Minutes


Make the first word count
OPEN POWERFULLY



Example of an opening gone **wrong**

It's In **Dutch**! Don't worry…
You don't have to speak the **language** to get the **point**



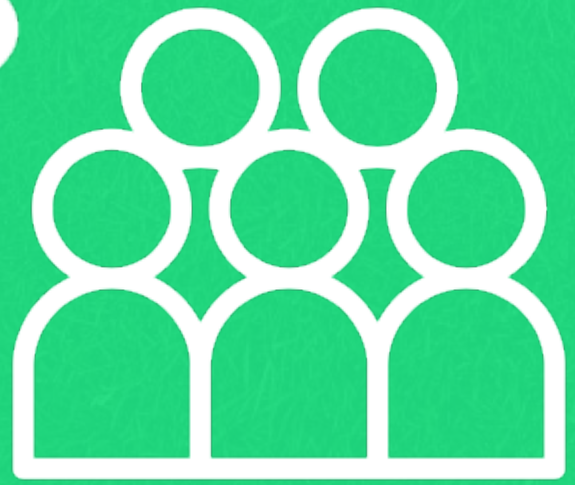
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





A professionally planned opening from
The Great Bubble Barrier


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

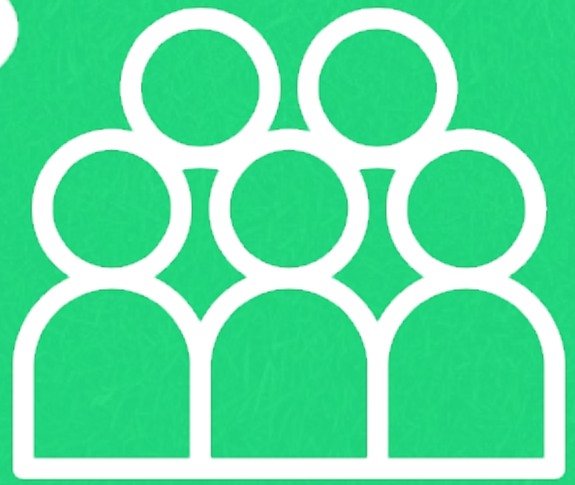
SADDL



Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences

5



7 MINUTES

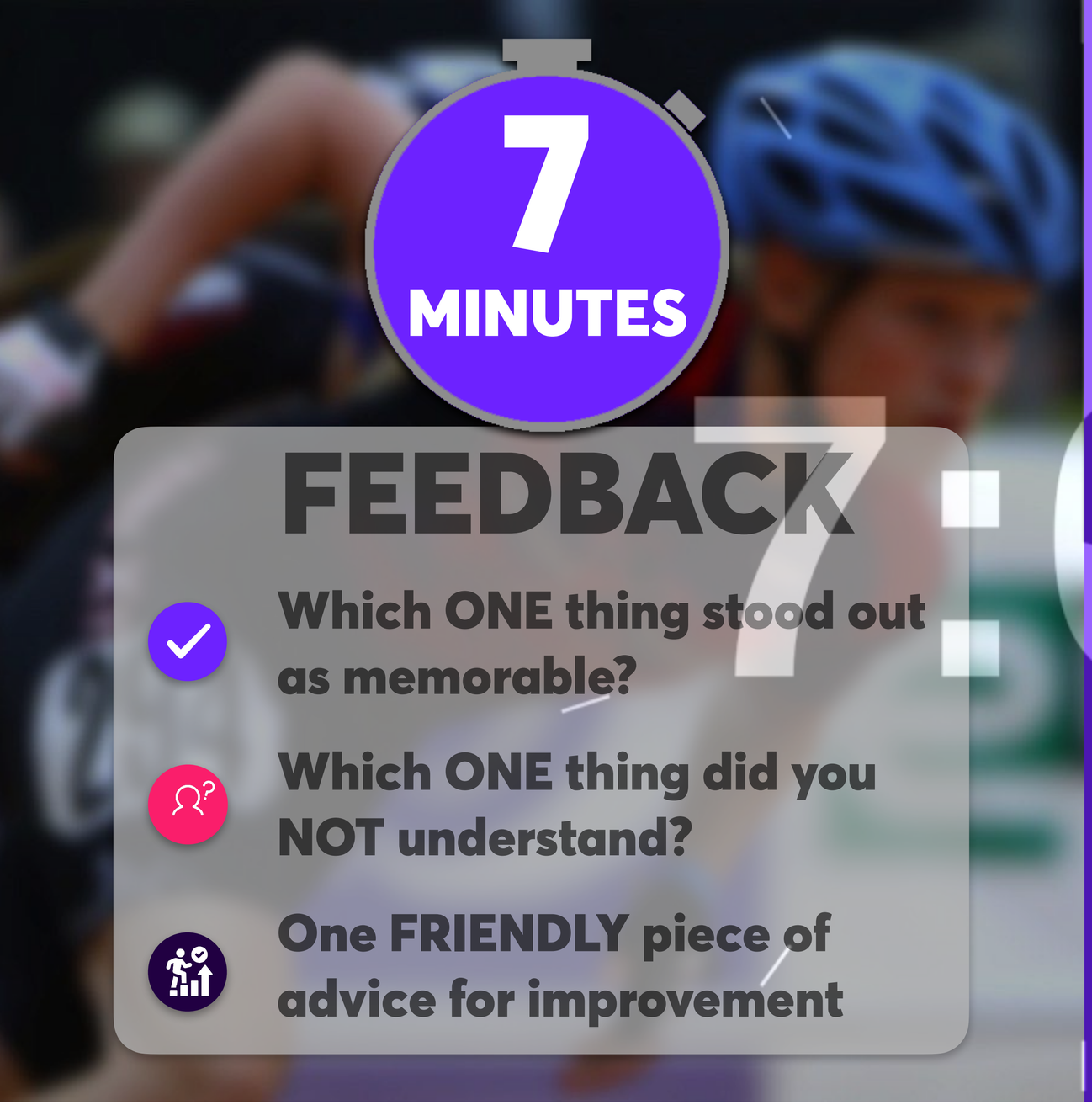
FEEDBACK

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

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each



7 MINUTES

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What will you change?



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

The Open-3-Close© Presentation Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE

The Power of THREE



What happens if I say…

“Hi, I’VE GOT 11 THINGS I WANT TO TELL YOU…”




"There are many things I could tell you,
BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"


So why
THREE?


We are surrounded by
THREES

READY, STEADY, GO!



LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END



How do you apply
THE POWER OF THREE?



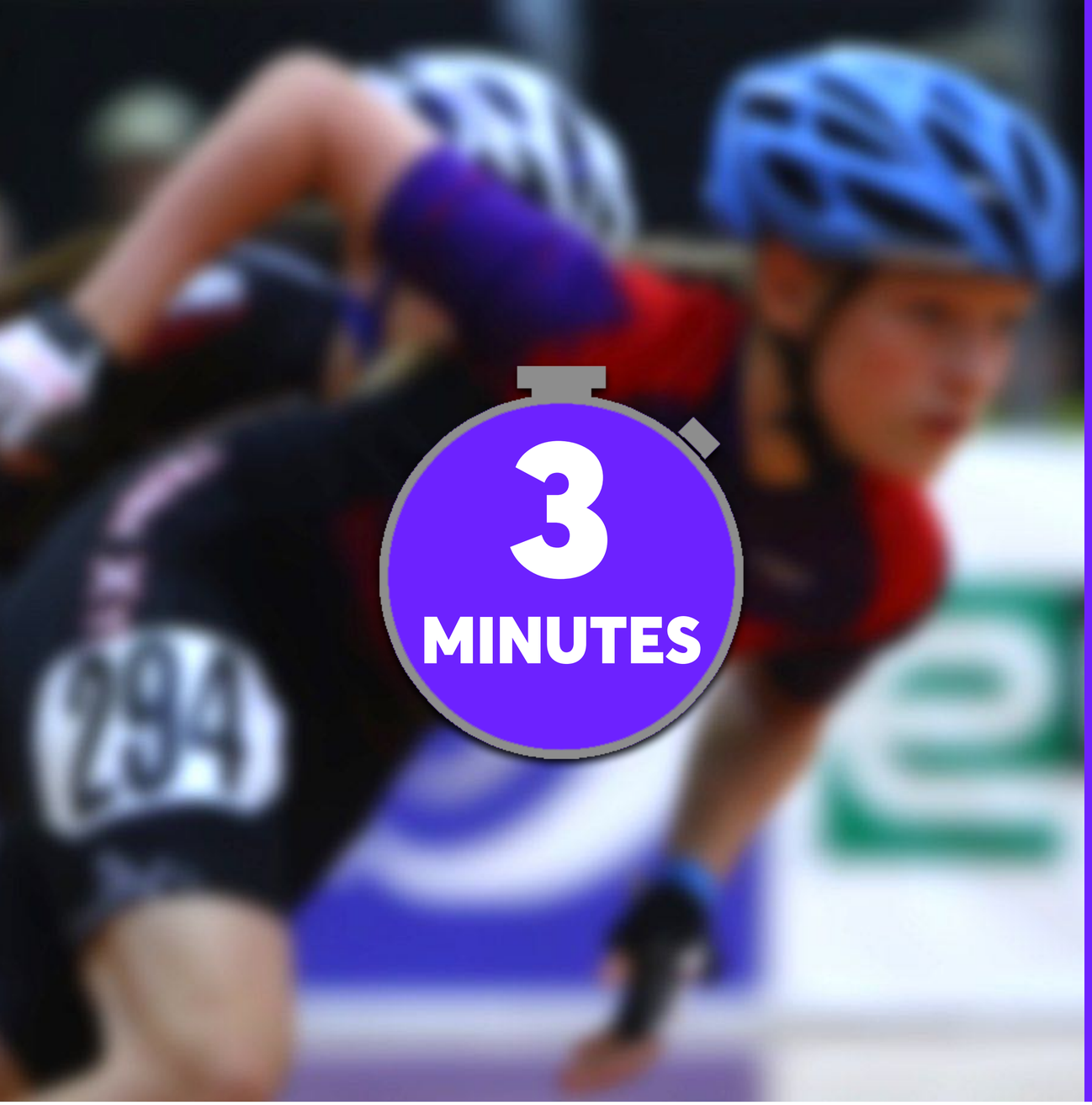
Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



ACTION STEP

Imagine:

They will only remember
3 things of this part of the story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things; **1-2 sentences** per item.

The Open-3-Close© Presentation Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening

THE POWER OF THREE

Closing



Finish your presentation

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!

The Open-3-Close© Presentation Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

BRAINSTORM with Post-It Notes

Opening



THE POWER OF THREE

Closing



Presentation tools and **RESOURCES**







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All the workshop
SLIDES



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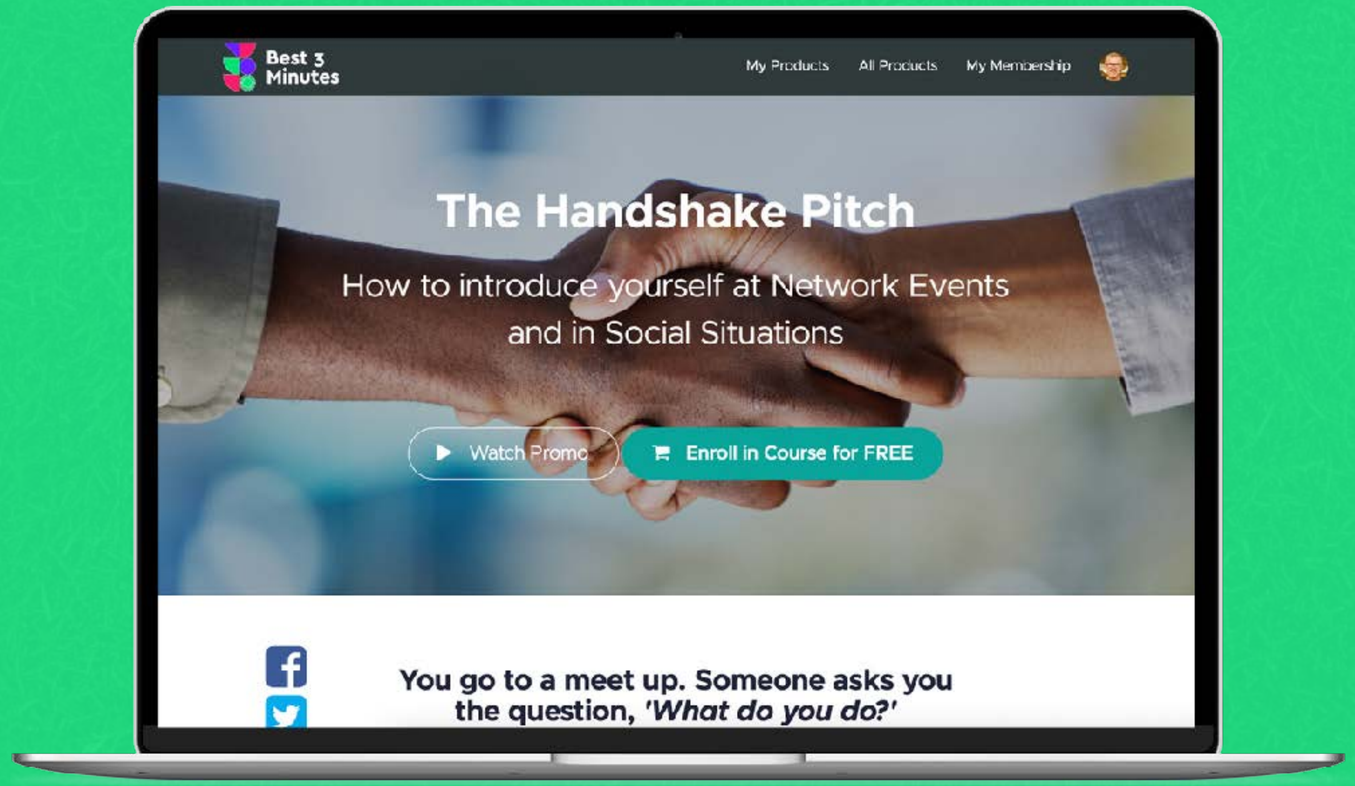
FREE

10 Minute Online Course

YOUR INTRO PITCH



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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

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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

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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

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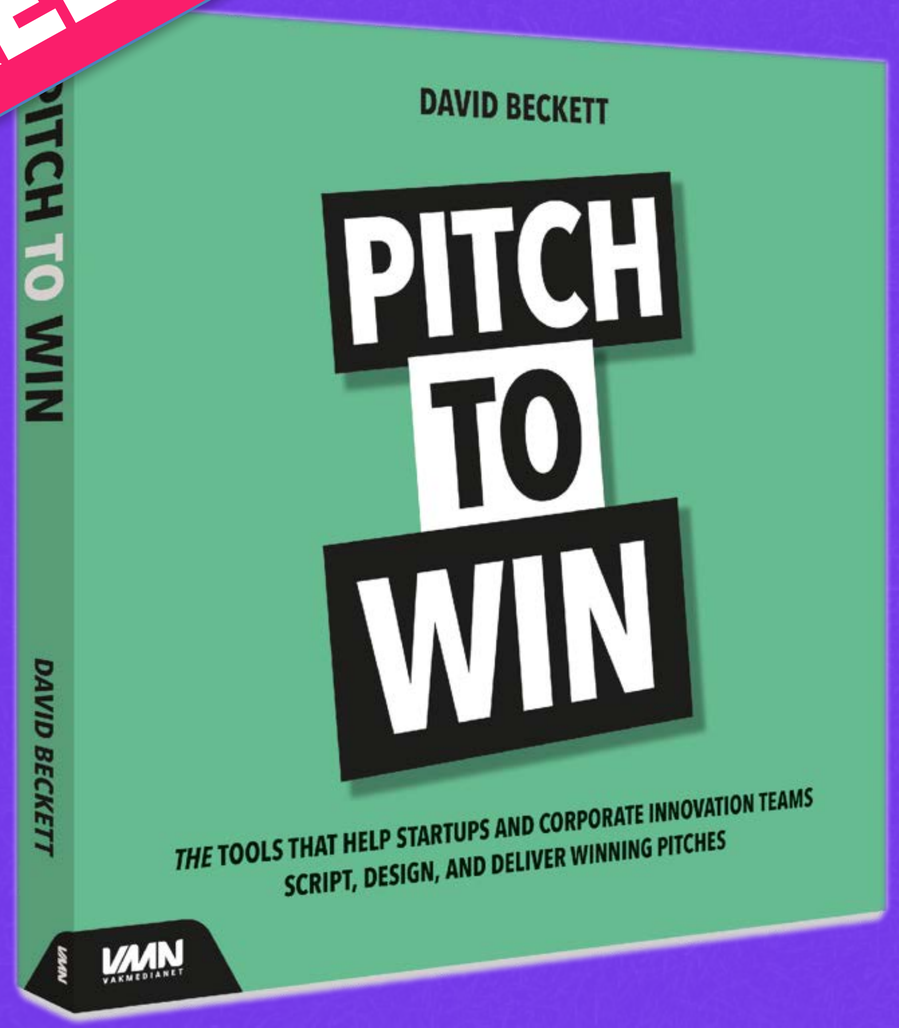

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