

Pitch Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

best3minutes.com

Best 3 Minutes





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Coached 2400+ Startups & Scale-Ups

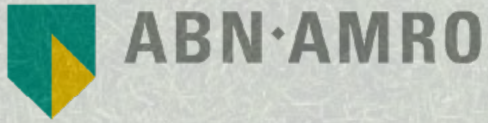
RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE

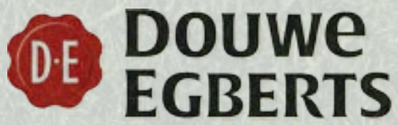

























Here to talk about
CHANGE


How to communicate
CHANGE




COUNTRY
DIRECTOR
Canon


PITCH
COACH
Best 3
Minutes

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME


Your Industry is
TRANSFORMING
FAST!



ChatGPT

Digitisation & AI changes the game


Decision Making
SPEED

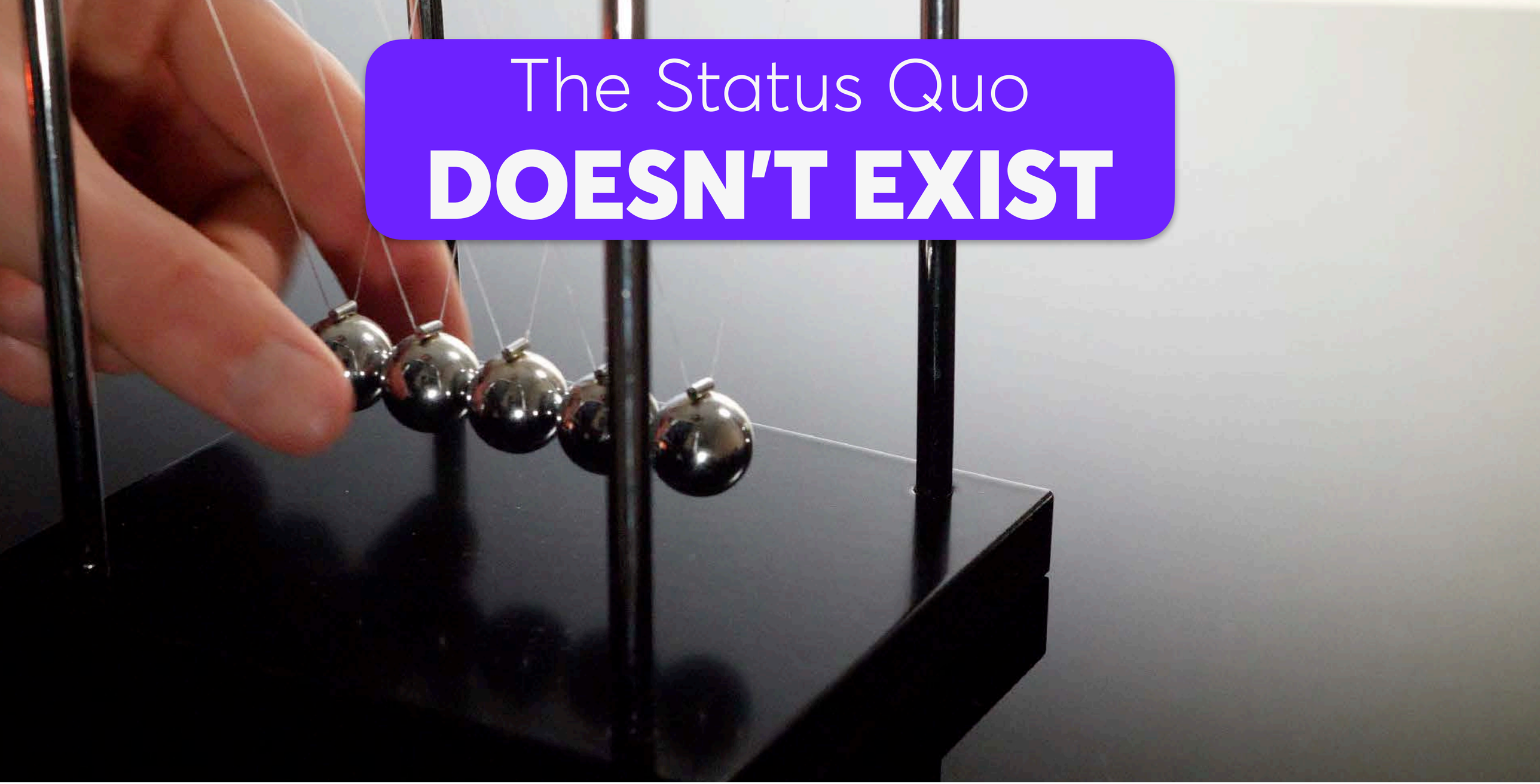

You are one of the companies
LEADING CHANGE
The Challenge:
KEEP MOVING


And move towards
the next changes
FAST!


The pressure of
TODAY'S WORK
New pressure
AI:DIGITISATION

Doing Nothing is
NOT AN OPTION




The Status Quo
DOESN'T EXIST


The previous winner
IS NOW LOSING


The market leader
lost 8% sales in 2023
Legacy Power is not enough



Who will be the NEW WINNERS?


Those who drive the business
with New Technology


COUNTRY
DIRECTOR
Canon


PITCH
COACH
Best 3
Minutes


[hackatrain]
Amsterdam

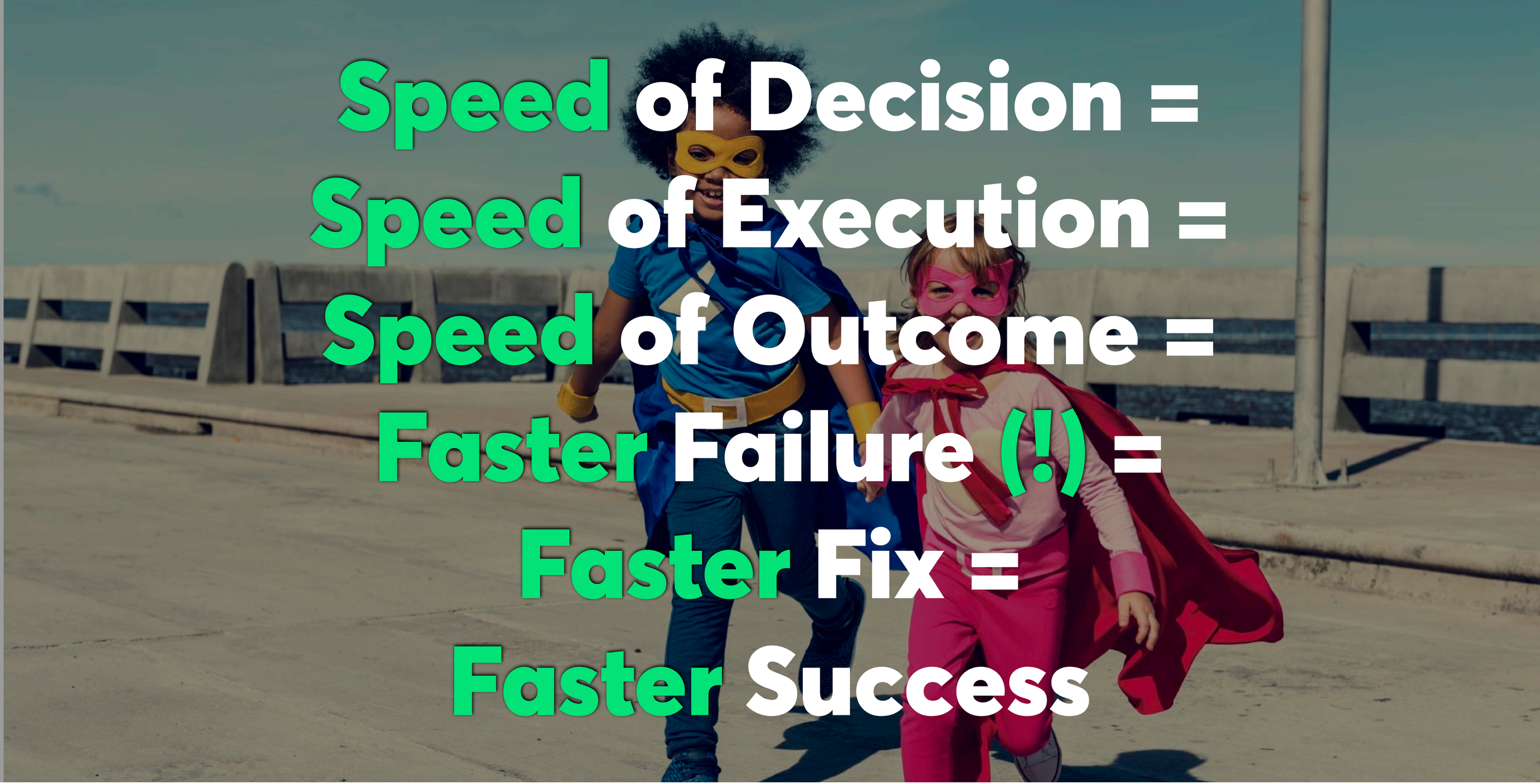

CROATIA - ZAGREB
PLATONIQ
SPAIN - BARCELONA
KRYTYKA POLITYCZNA
POLAND - WARSAW
FRANCE - MARSEILLE
SUBTOPIA
SWEDEN - STOCKHOLM
MOLDOVA - CHIŞINĂU
EUROPEAN CULTURAL FOUNDATION
IdeaCamp
connected action for public space
www.ideacamp.fr
23-25 OCTOBER
MARSEILLE, VILLA MEDITERRANÉE
#ideacamp
LES TÊTES DE L'ART
CÉDRIC MOULARD




PITCH TO WIN




The no.1 superpower of startups?
DECISION SPEED
Leading to...
FASTER
EXECUTION


Speed of Decision =
Speed of Execution =
Speed of Outcome =
Faster Failure (!) =
Faster Fix =
Faster Success

The no.2 superpower of startups?

CLARITY OF COMMUNICATION



QUALITY OF COMMUNICATION = QUALITY OF EXECUTION

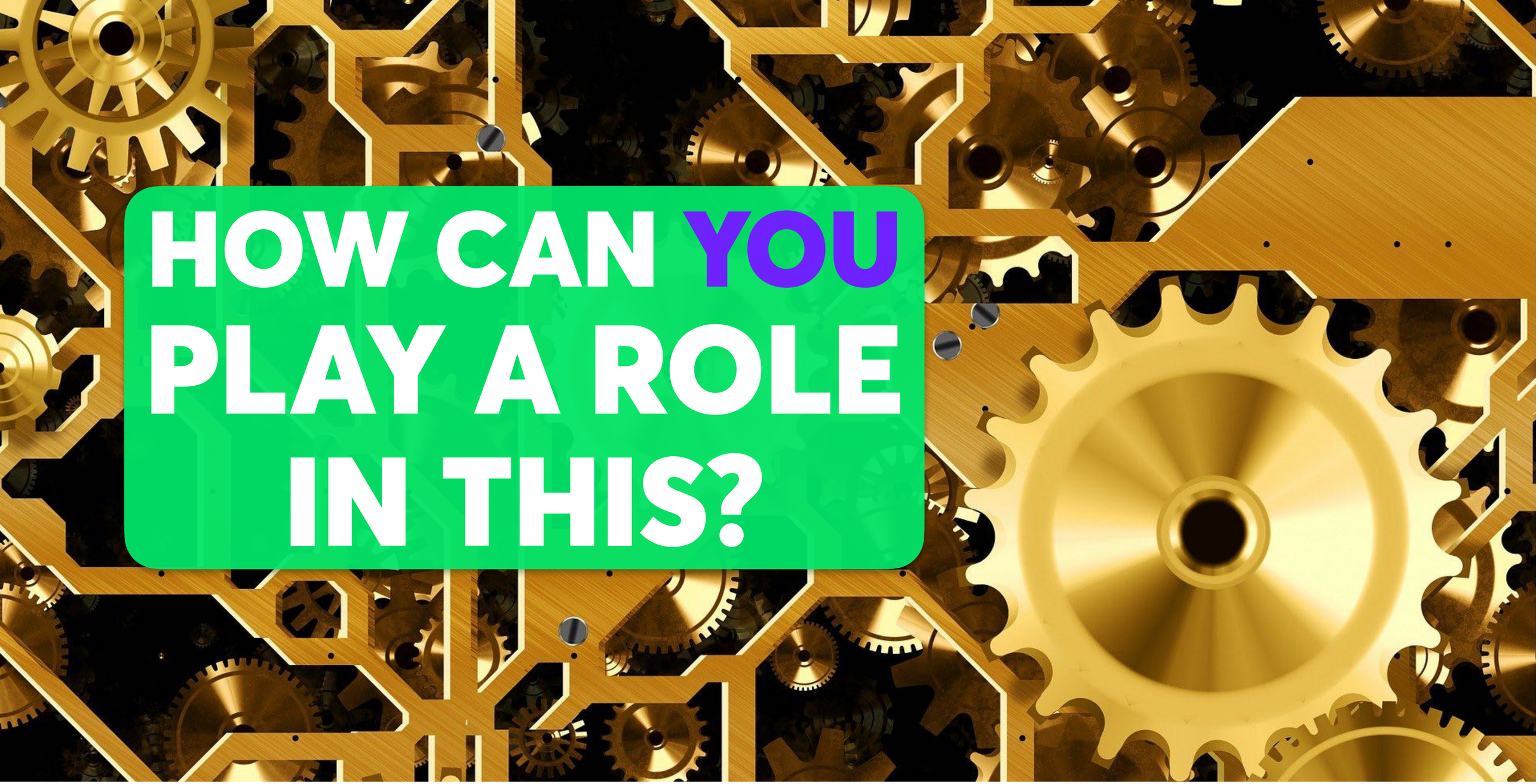

Clarity of
Communication

Why do many digital

TRANSFORMATIONS FAIL?

Not Having a Clear Vision COMMUNICATED


EMPLOYEES
WANT CLEAR
VISION


HOW CAN YOU
PLAY A ROLE
IN THIS?



What can playing a role in Communicating Change DO FOR YOU?



My experience at Canon

Canon



Change is Coming!

Change IT System

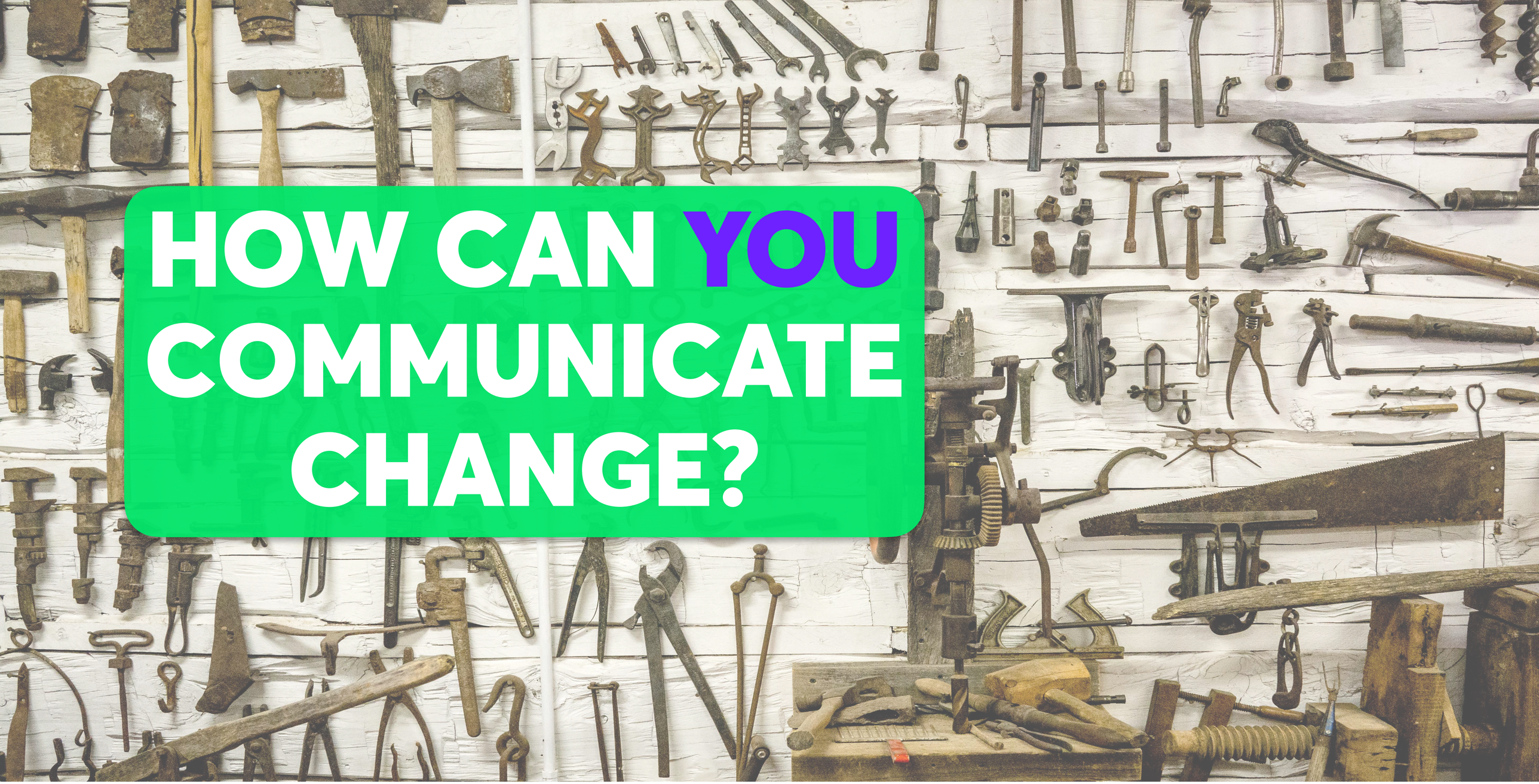
Change Organisation

Change Warehouse

Change Pricing Model



Be a **Leader** & **Communicator** of Change: **SUPERCHARGE YOUR CAREER**


HOW CAN YOU
COMMUNICATE
CHANGE?


Five tools for successful
CHANGE COMMUNICATION

START WITH WHY



DEAL WITH OBJECTIONS



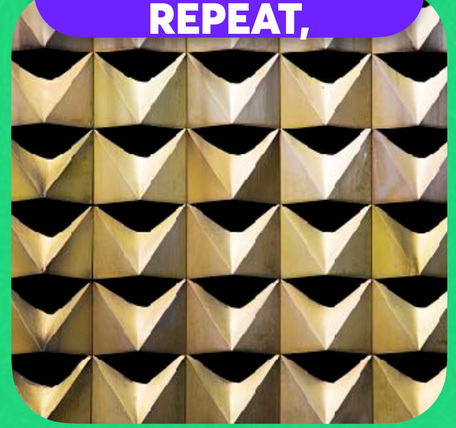
KEEP IT SIMPLE



MAKE IT VISUAL



REPEAT, REPEAT, REPEAT,




QUESTIONS?

START WITH WHY



DEAL WITH OBJECTIONS



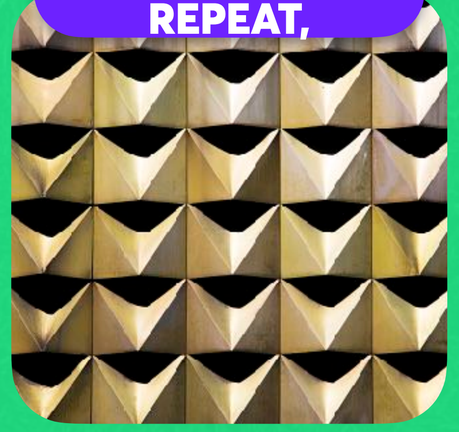
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1

START WITH WHY





1

WHY?

What's the
Problem
to be solved?

What's the
Opportunity
to be Created?



WHY?

"We need to move our **6 data systems** into **one combined** system"



WHY!

"Every day I travel one hour on the train…"


COUNTRY
DIRECTOR
Canon


PITCH
COACH
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Minutes



Change IT System

Change Organisation

Change Warehouse

Change Pricing Model

WHY?



WHY!

Pan-European **Pricing**

Pan-European **Brand** Marketing Power

Availability of hot products

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down **one change** you need
to make as a company
*(or **YOU** would like to make)*

Something wasting **time** or **money**

A process that's **frustrating** people

An **out of date** approach that
drives people nuts!



ACTION STEP

Write down **one change** you need
to make as a company
*(or **YOU** would like to make)*

5

Something wasting **time** or **money**

A process that's **frustrating** people

An **out of date** approach that
drives people nuts!



ACTION STEP

Pitch the **WHY** for the **change** you need to make **as a company** (or **you** would like to make)
25 seconds, 4 sentences

What's the **problem**?

What does it **result** in?
(How much time, cost, frustration, etc)

What's the **solution?**

What will it **improve** - and **how much?**



ACTION STEP

Pitch the **WHY** for the **change** you need to make **as a company** (or **you** would like to make)
25 seconds, 4 sentences

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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 Why pitch**

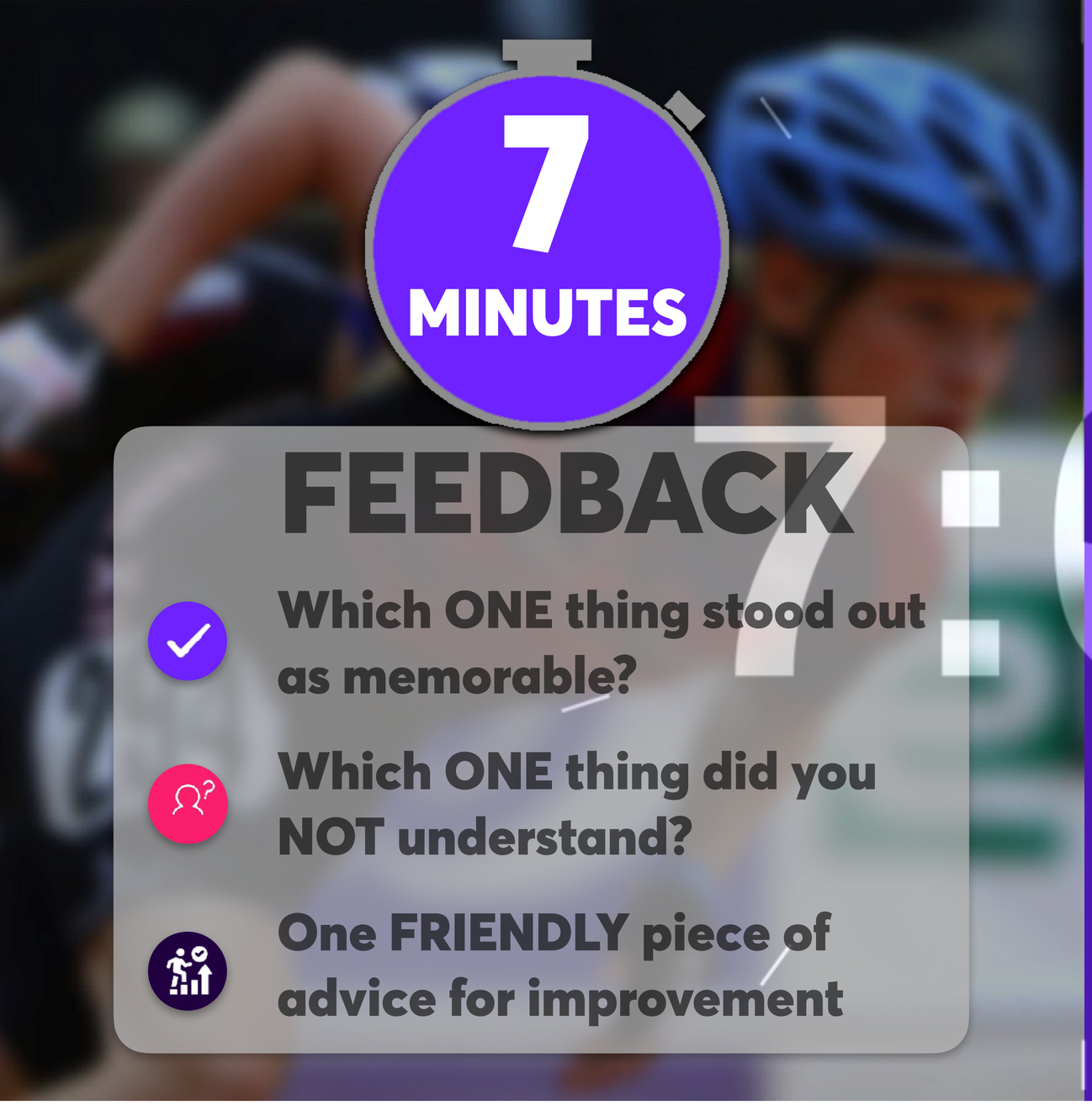
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ACTION STEP

***Test* your Why pitch**

25 seconds, 4 sentences

What's the **problem**?

What does it **result** in?
(How much time, cost, frustration, etc)

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What will it **improve** -
and **how much?**


Anyone want to share
WHAT YOU LEARNED?

START WITH WHY



DEAL WITH OBJECTIONS



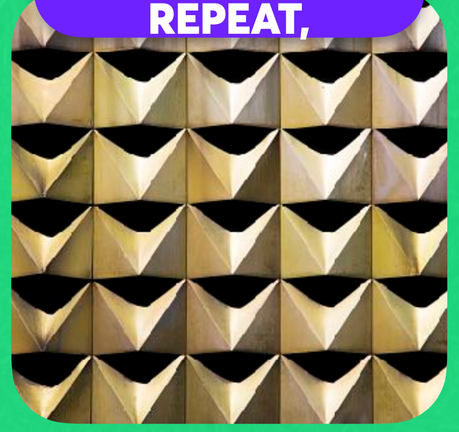
KEEP IT SIMPLE



MAKE IT VISUAL



REPEAT, REPEAT, REPEAT,



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2



DEAL WITH BIG OBJECTIONS EARLY!

If you don't **face** big objections,

they will keep **biting** you!



Classic AI objections:

"Robots will **steal** our **jobs**"

DEAL WITH BIG OBJECTIONS EARLY!

PRODUCTIVITY

CREATIVITY



Classic AI objections:

"Robots will **steal** our **jobs**"

DEAL WITH BIG OBJECTIONS EARLY!

"Implementing AI to cut costs and reduce headcount"



Classic AI objections:

"Robots will **steal** our **jobs**"

DEAL WITH BIG OBJECTIONS EARLY!

Freeing you up to **achieve** more;

Reducing your time on **repetitive tasks,** so you can **focus** on using your **creativity** and business skills

START WITH WHY



DEAL WITH OBJECTIONS



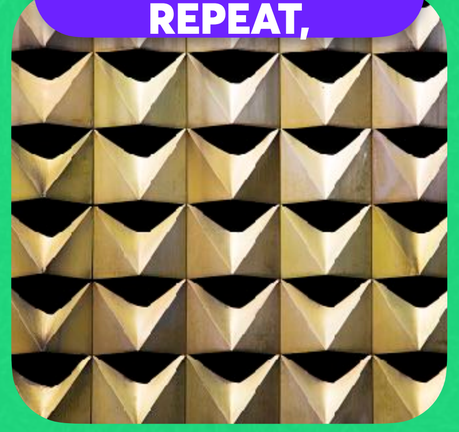
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Making your story

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

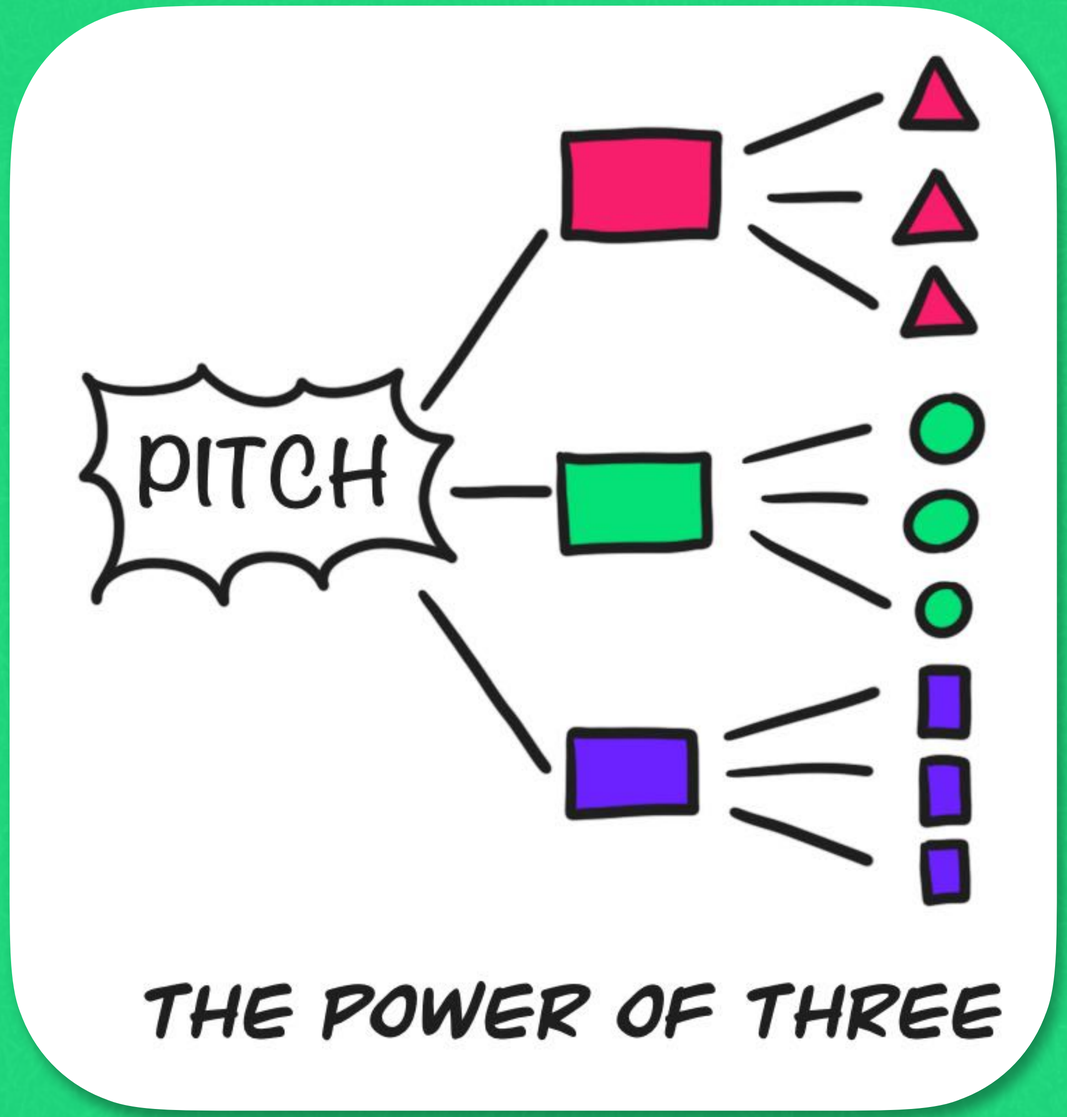


How do you apply
THE POWER OF THREE?




Ryan Pandya (USA)
Muufri


Runner-up
€ 200,000


PITCH
THE POWER OF THREE

START WITH WHY



DEAL WITH OBJECTIONS



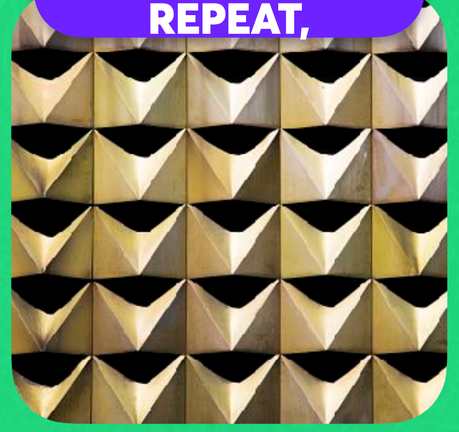
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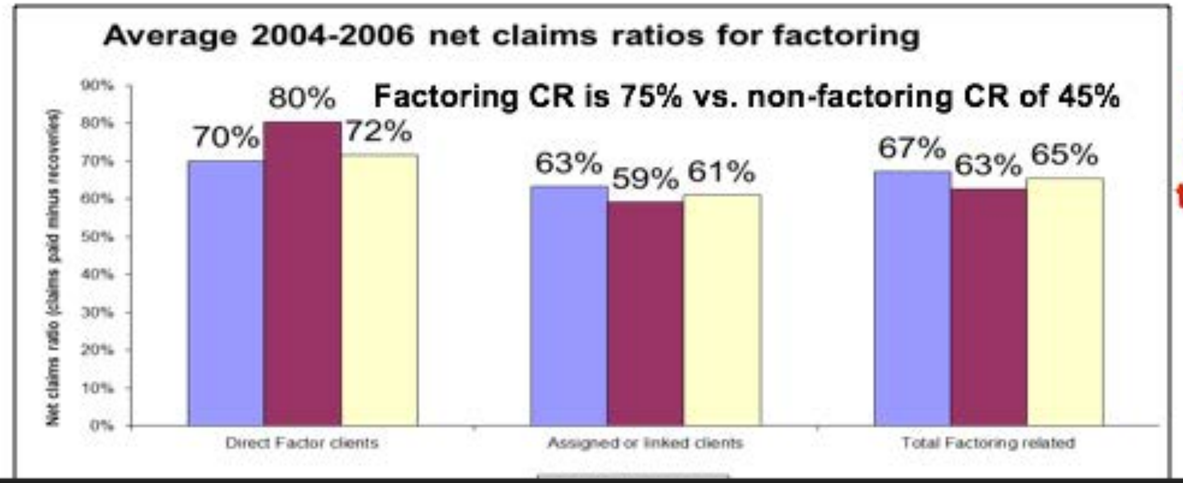


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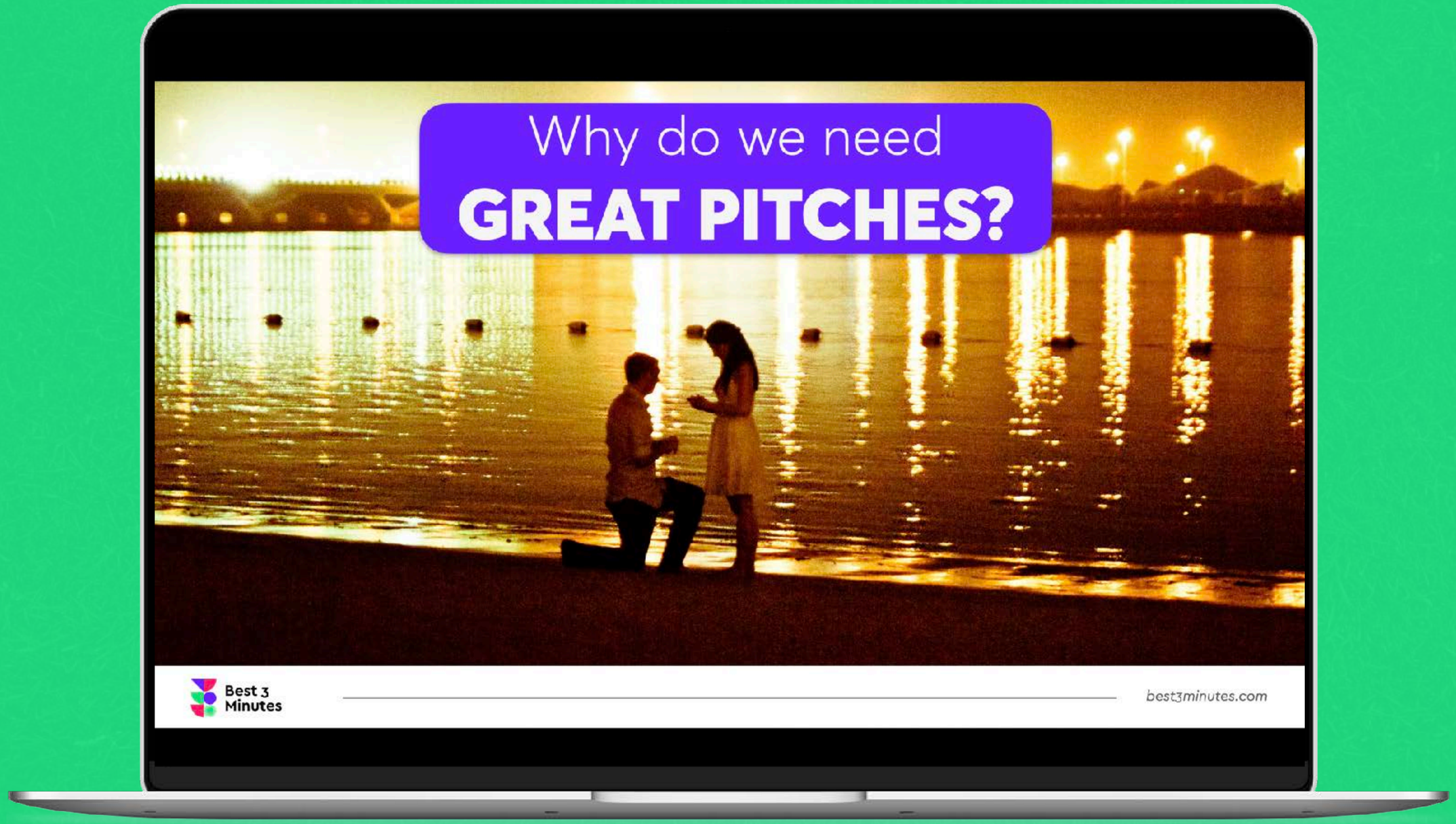
Pre-crisis our factoring linked business performed poorly

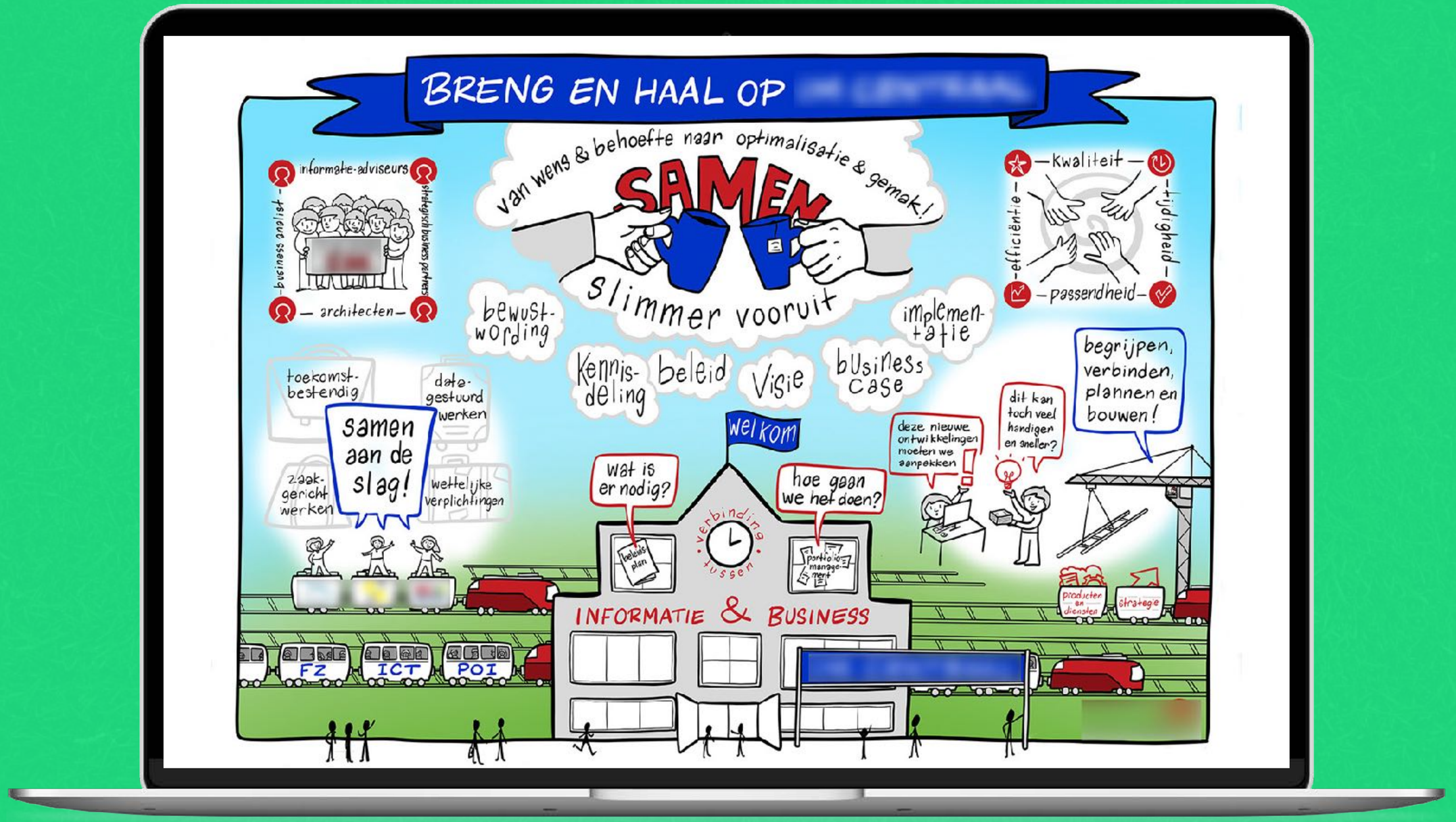
- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption

- This resulted in low appetite from CENSORED :-) to expand further into this market and subsequently caused weak positioning towards factoring market



Factoring claims ratios were almost double of the non-factoring claims ratios!


Why do we need
GREAT PITCHES?
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BRENG EN HAAL OP
van weng & behoefte naar optimalisatie & gemak!
SAMEN
slimmer vooruit
informatie-adviseurs
business analist
strategisch business partners
architecten
kwaliteit
tijdigheid
efficiëntie
passendheid
bewust-wording
kennis-deling
beleid
visie
business case
implementatie
toekomst-bestendig
data-gestuurd werken
zaak-gericht werken
wettelijke verplichtingen
samen aan de slag!
welkom
wat is er nodig?
hoe gaan we het doen?
verbinding tussen
beleids plan
portfolio management
INFORMATIE & BUSINESS
deze nieuwe ontwikkelingen moeten we aanpakken
dit kan toch veel handigen en sneller?
begrijpen, verbinden, plannen en bouwen!
producten en diensten
strategie
FZ
ICT
POI


What's amazing about
OUR NEW PRODUCT?
FASTER
LOWER COST
MUCH EASIER TO USE
Best 3 Minutes
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START WITH WHY



DEAL WITH OBJECTIONS



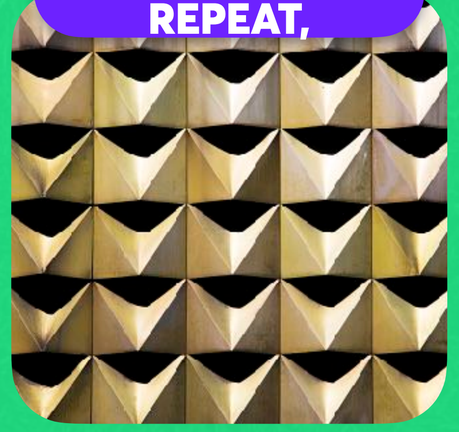
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REPEAT, REPEAT, REPEAT,



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JOHN WOODEN
Legendary Basketball coach

The eight laws of learning are

1. explanation
2. demonstration
3. imitation
4. repetition
5. repetition
6. repetition
7. repetition
8. repetition



FREDERIC BASTIAT
Economist

Repetition may not entertain, but it teaches.



ELIZABETH ARDEN
Entrepreneur

Repetition makes reputation.

START WITH WHY



DEAL WITH OBJECTIONS



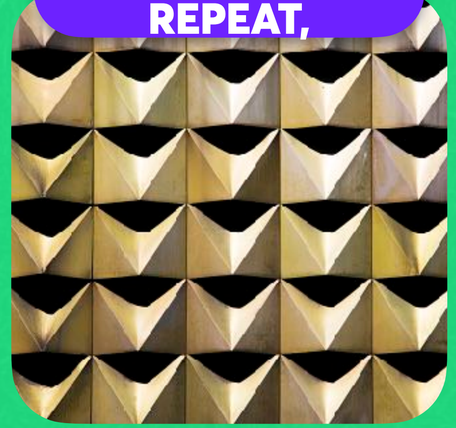
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QUESTIONS?



Be a **Leader** & **Communicator** of Change: **SUPERCHARGE YOUR CAREER**


You are the companies
LEADING CHANGE
The Challenge:
KEEP MOVING


You are the PEOPLE
LEADING CHANGE
The Challenge:
KEEP COMMUNICATING



A CHALLENGE FOR NEXT TIME

ACTION STEP

Prepare a 30-40 second pitch (5-6 sentences)

What **problem** is Cockpit X going to help solve?

What is that problem **causing?** (Lost time, money, frustration…)

What's **one thing** you'll need to do **differently** for Cockpit X to succeed in your company?

What's the **first next step** to make it happen?



A CHALLENGE FOR NEXT TIME

ACTION STEP

Prepare a 1 minute pitch (8-9 sentences)

How do I pitch to my team the importance of using the **base ATS** to **improve our results?**

What problem does **ATS solve?**

What's **one thing** we'll need to do **differently** for to use ATS more **effectively?**

What's the **first next step** to make it happen?

Presentation tools and

RESOURCES







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All the **SLIDES**

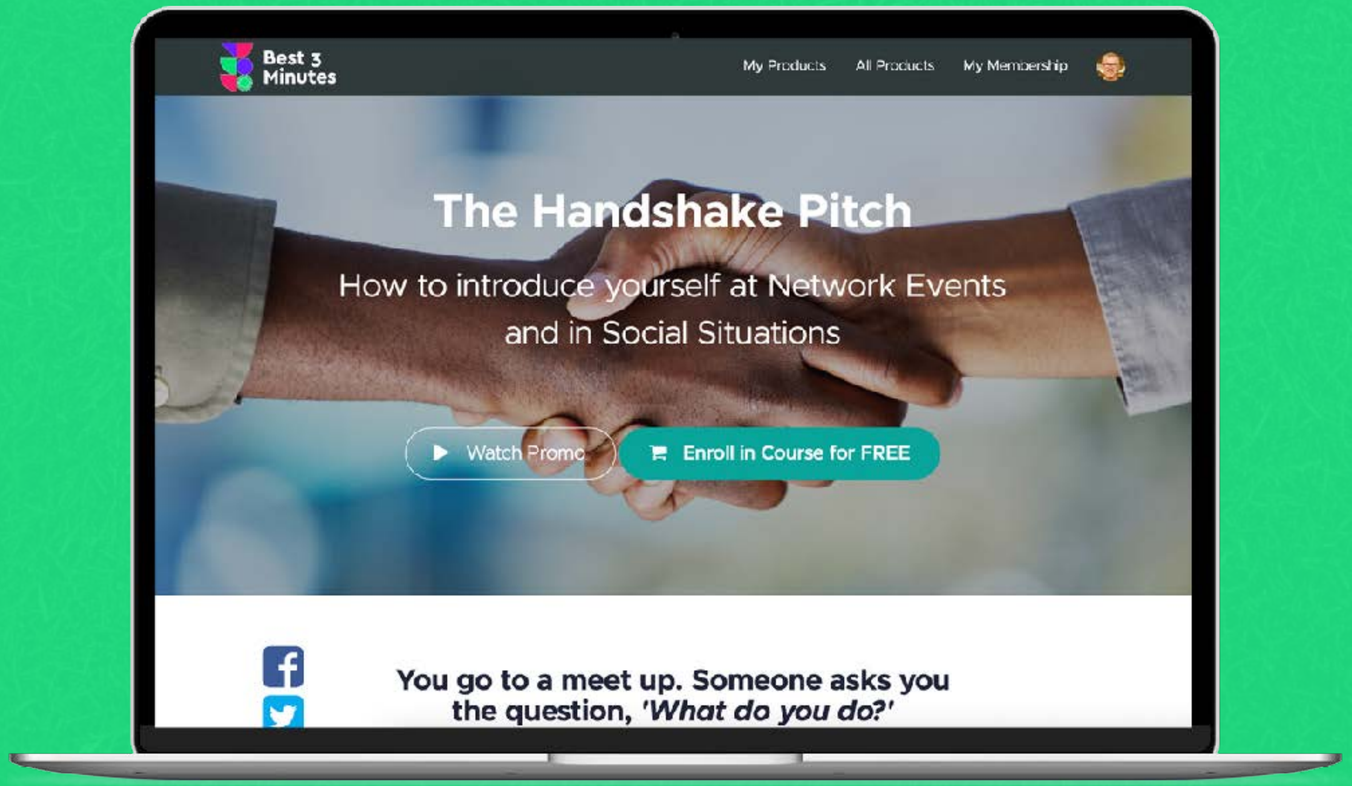


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FREE

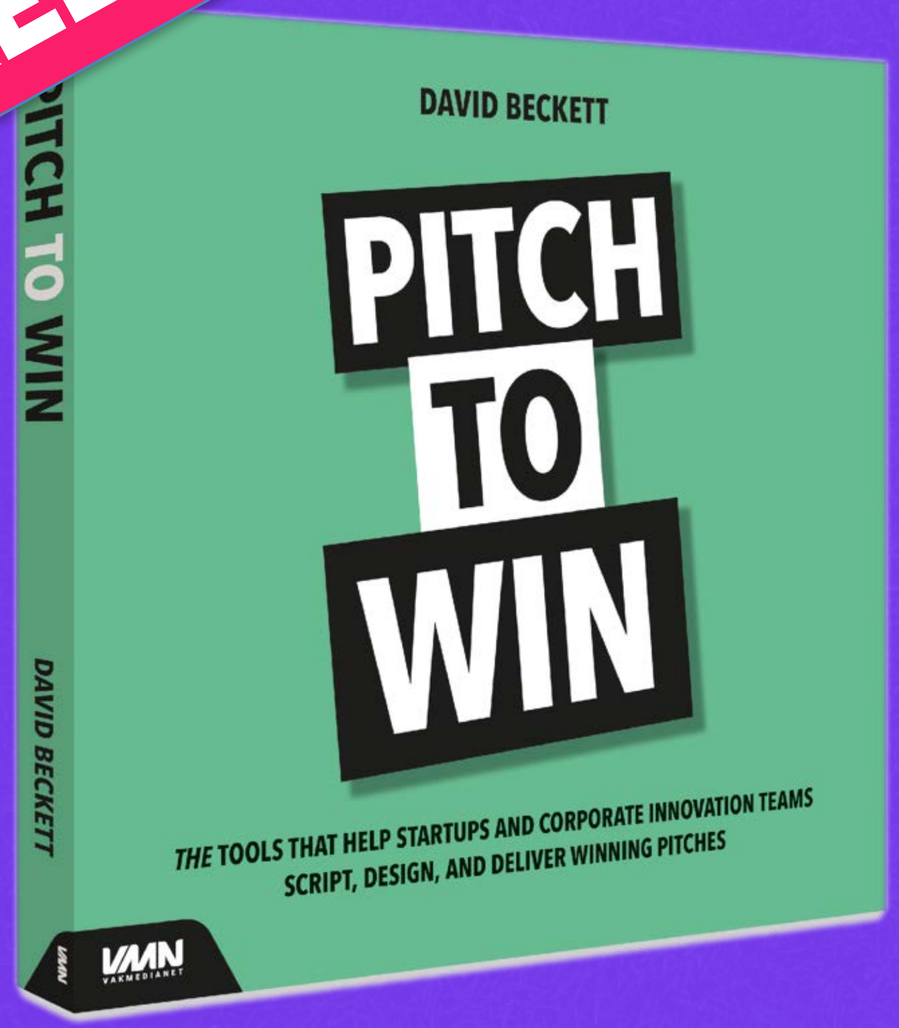
10 Minute Online Course

YOUR INTRO PITCH



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FREE



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