

Pitch Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scale-Ups

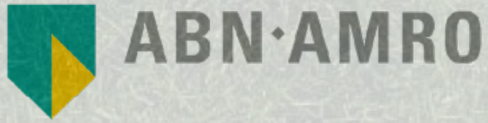
RAISED OVER €460MILLION



31 Countries

TRAINED 40,000+ PEOPLE

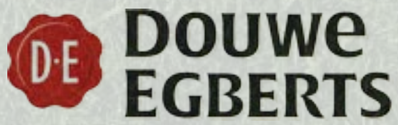

























COUNTRY
DIRECTOR
Canon


PITCH
COACH
Best 3
Minutes


Your Industry is
TRANSFORMING
FAST!



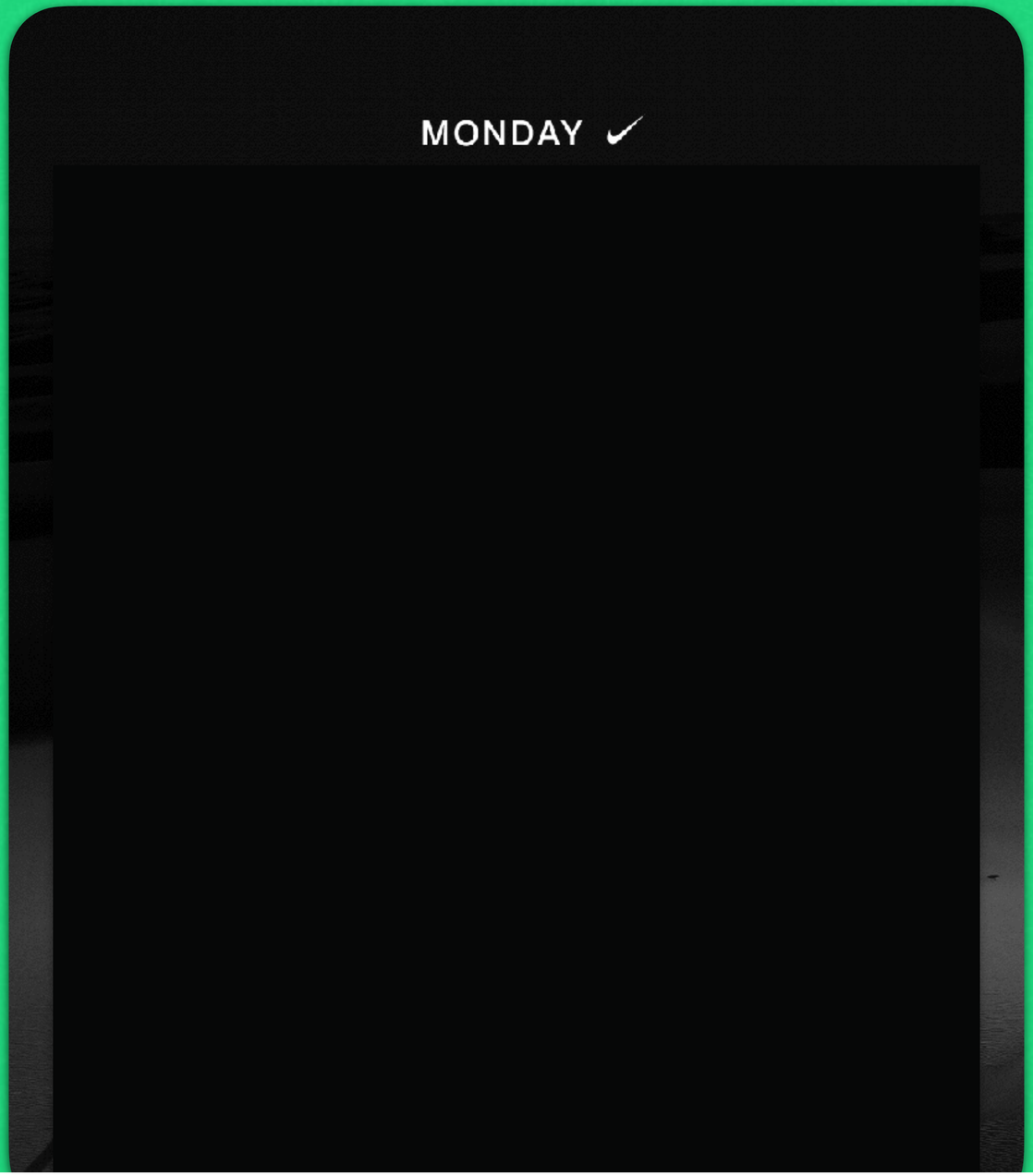
ChatGPT

Digitisation & AI changes the game


Decision Making
SPEED

Doing Nothing Is
NOT AN OPTION



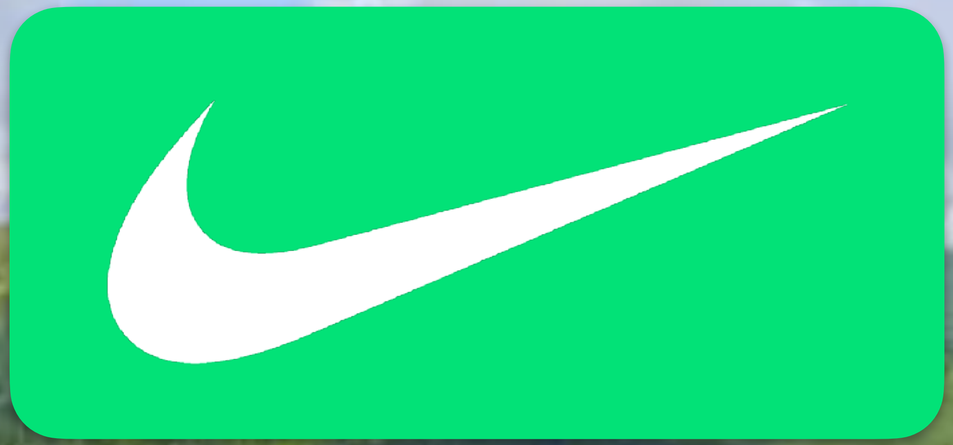

MONDAY

Doing Nothing Is
NOT AN OPTION




Doing One Thing
IS NOT ENOUGH!

The decision to **CHANGE**




TECHNOLOGY
JOB
CARRIER
SERVICES
EXPERIENCE
IT
INTERVIEW
SKILLS
DEVELOPMENT
IMPLEMENTATION
NETWORKS
PROGRAM
COMMUNICATION
PROFESSIONAL
TIME MANAGEMENT
SOFTWARE
FUTURE
952475
CODING

To implement change

THREE BIG LEADERSHIP STEPS



Decide from a Strong Basis



Commit to Pay the Price



Communicate the Change


Let's take
A STEP BACK



DIGITISE THE BUSINESS



CAPITALISE ON AI

What do you need **TO CHANGE?**



TOOLS?



PROCESSES?

What do you need **TO CHANGE?**





PROCESSES!

TOOLS

What do you need **TO CHANGE?**



What are your GOALS?

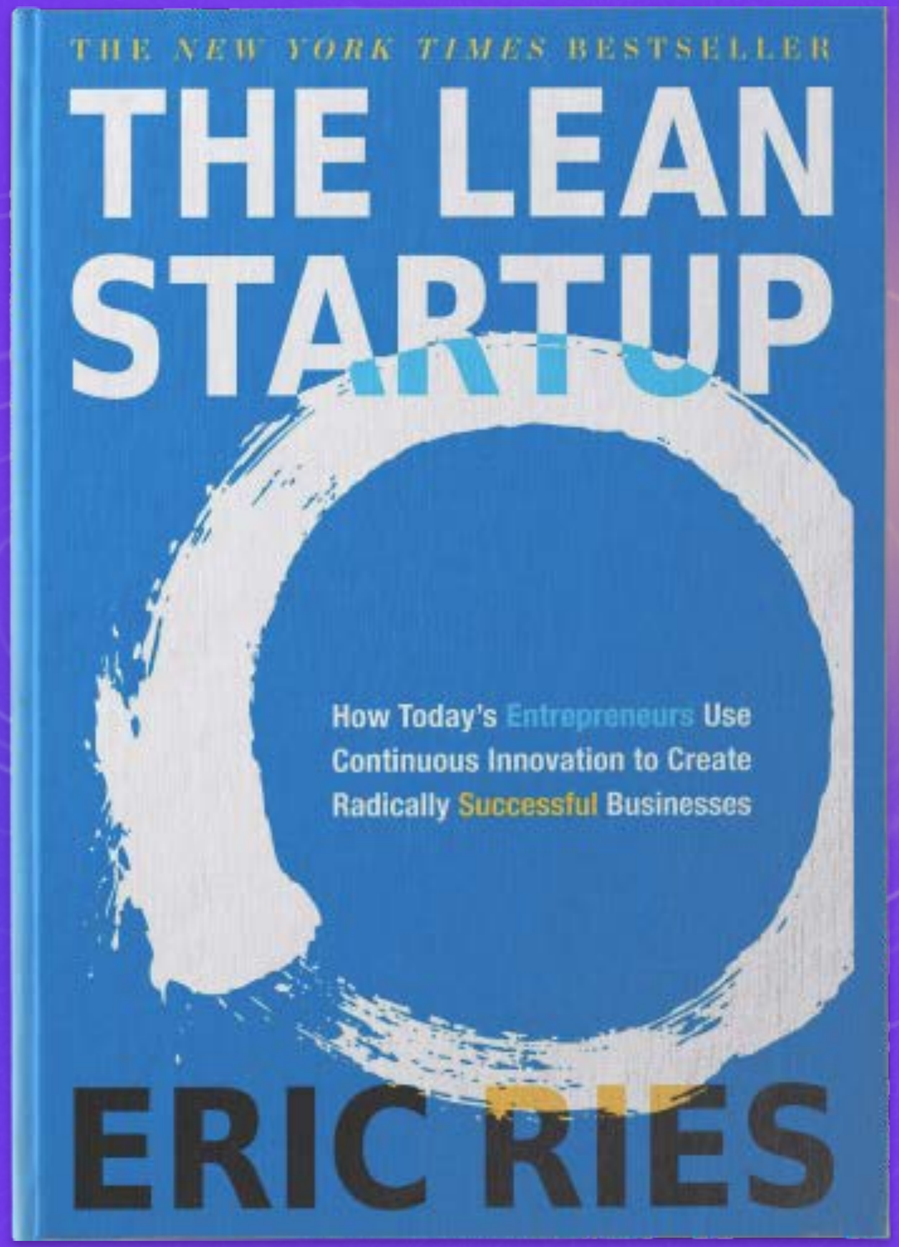


Which PROCESSES need to change?

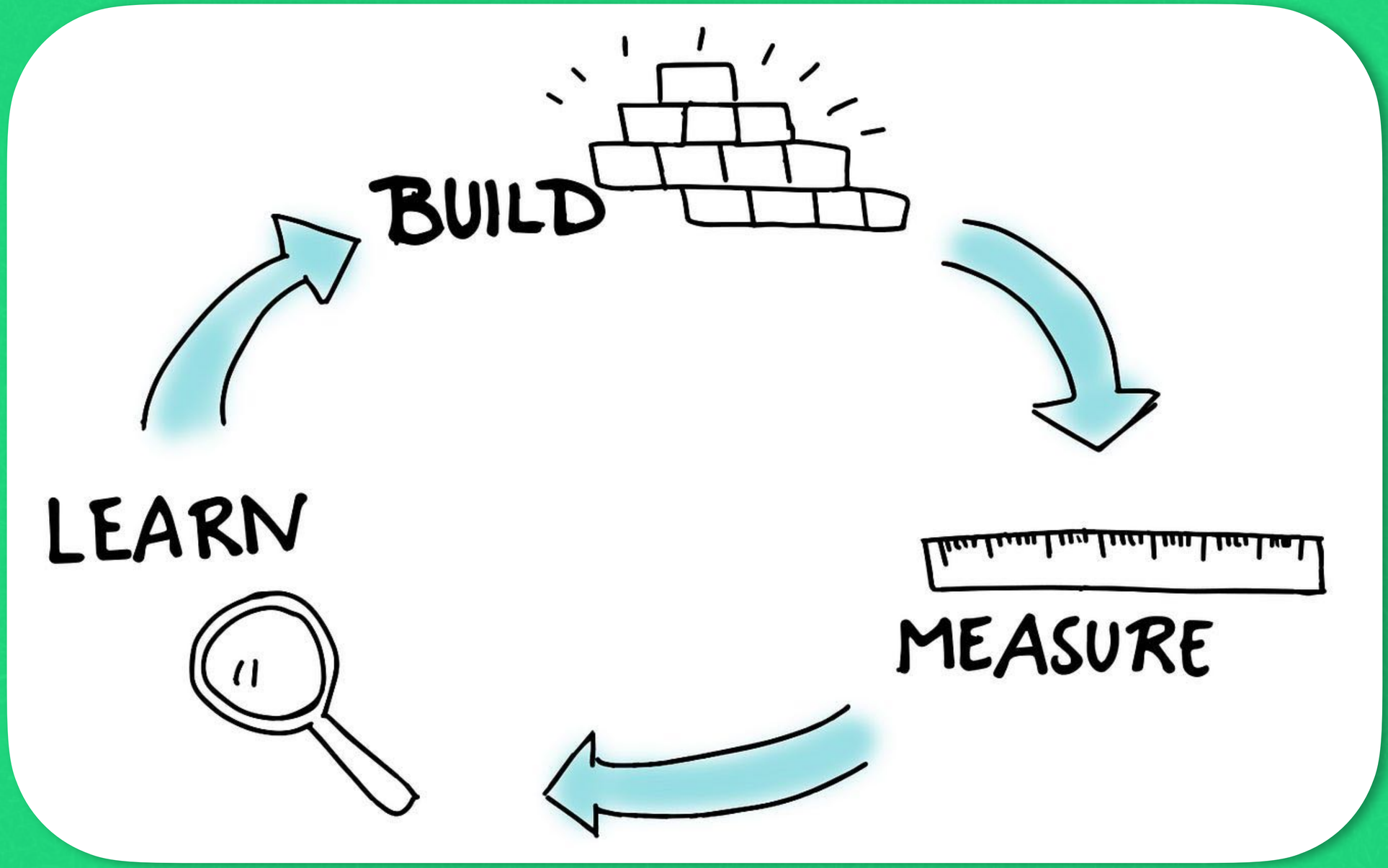


Which TOOLS are needed?

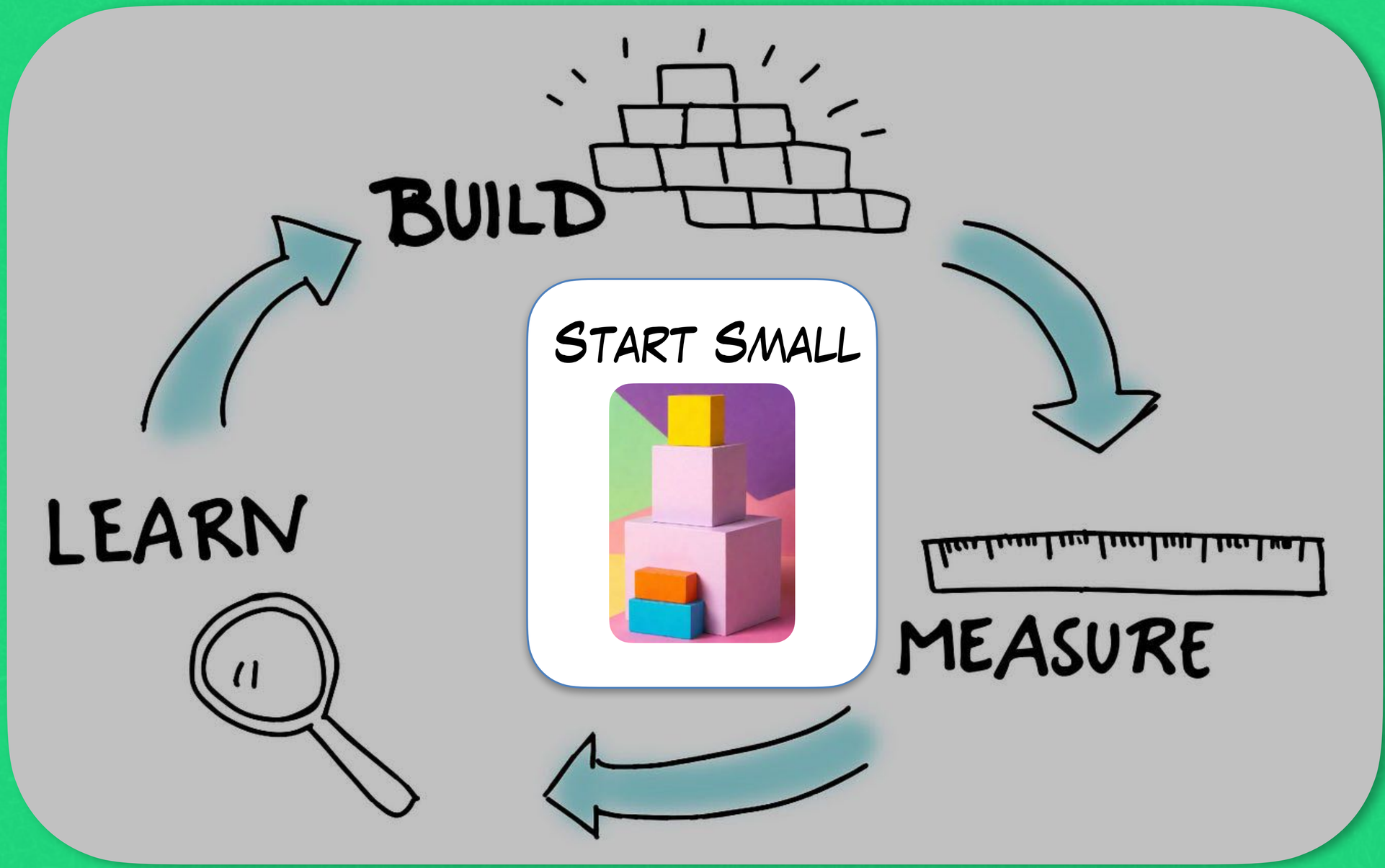

Test Small
IMPLEMENT BIG



How to Test Fail Fast

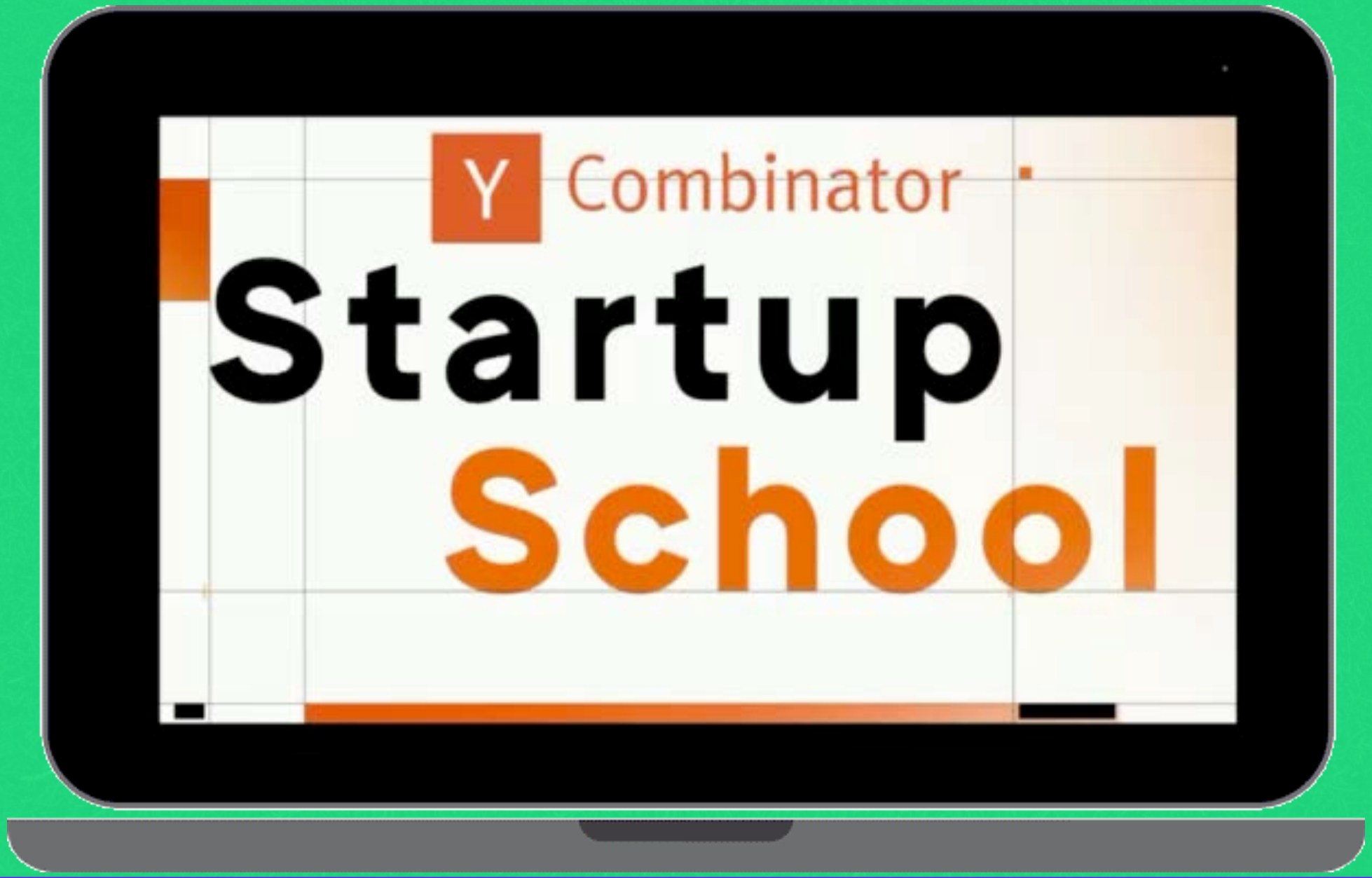

BUILD
MEASURE
LEARN


DON'T
spend two years
thinking, building,
striving for perfection


BUILD
START SMALL
MEASURE
LEARN



MINIMUM VIABLE PRODUCT (MVP)



Connect with me on LinkedIn to get link to video, slides etc.


FAIL
FAST



An environment where Failure is possible... And Unacceptable!

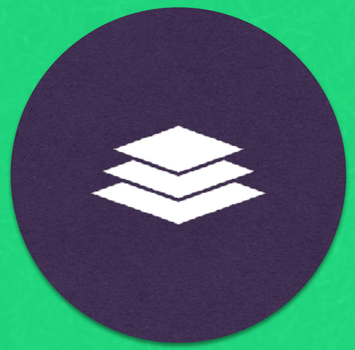


Fail on the SMALL STUFF

Succeed on the BIG STUFF!

To implement change

THREE BIG LEADERSHIP STEPS



Decide from a Strong Basis



Commit to Pay the Price



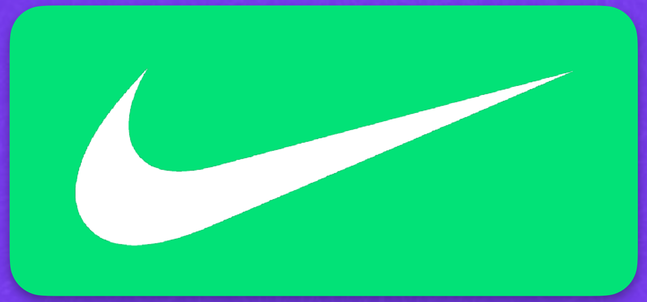
Communicate the Change

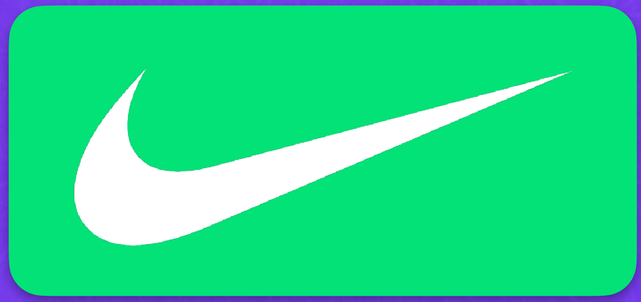


PROCESSES



TOOLS






A slice of
REAL LIFE...


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



DIGITISE THE BUSINESS



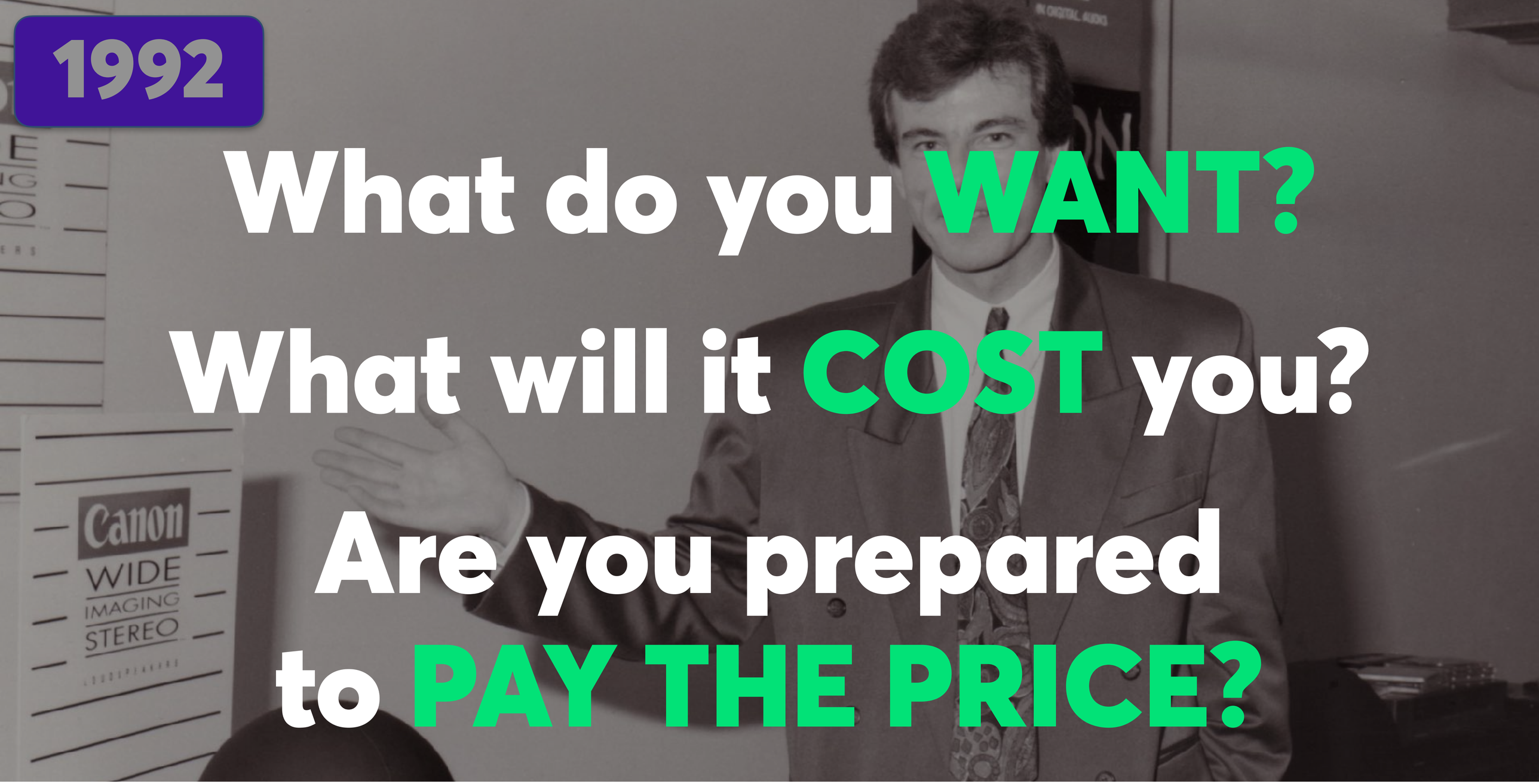
CAPITALISE ON AI

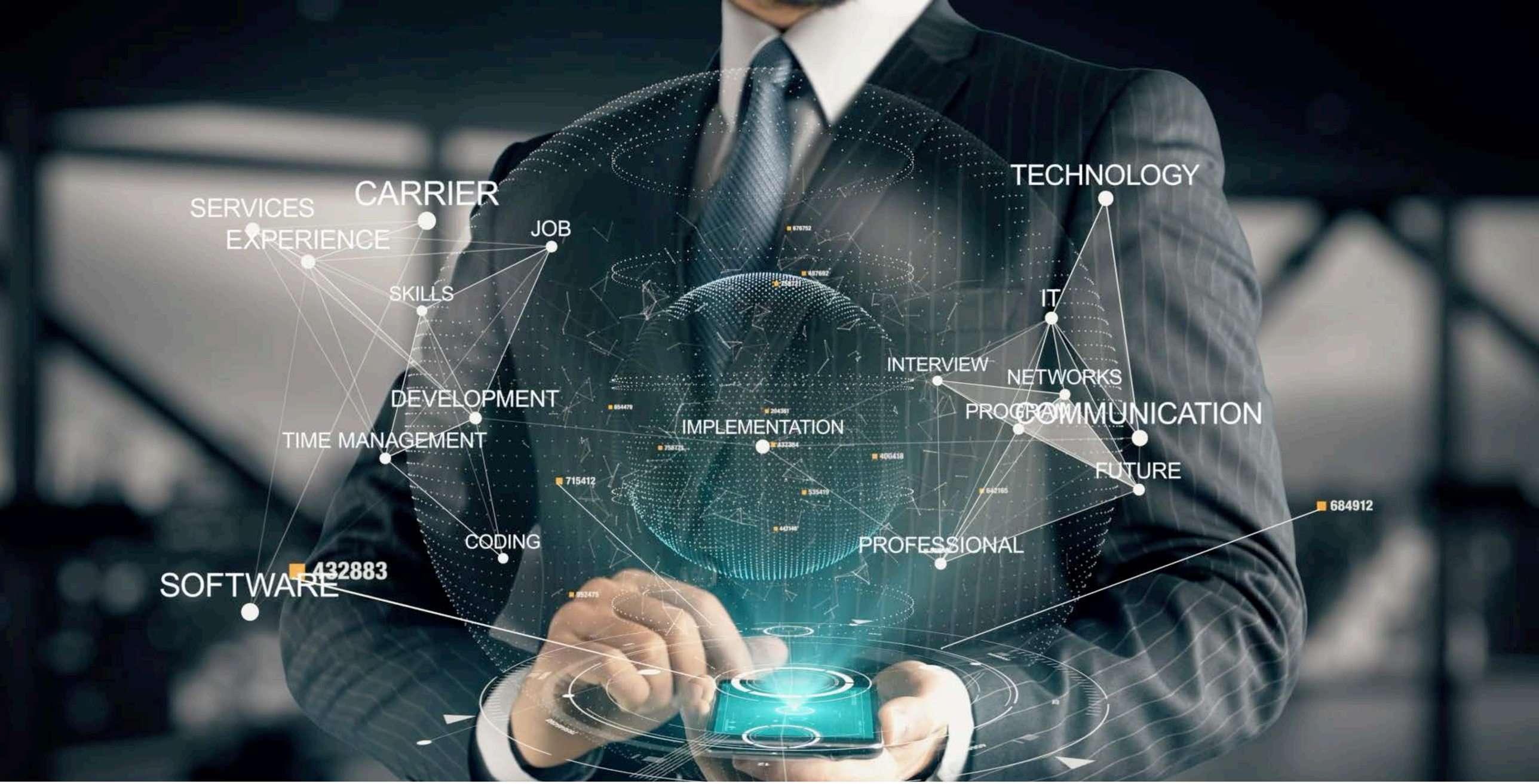

GET IT DONE
THE OLD WAY!
DIGITISE THE
BUSINESS
CAPITALISE
ON AI


LEADERSHIP

1992



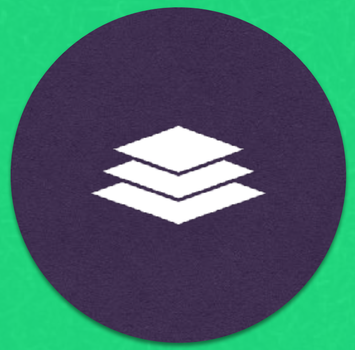

1992
What do you WANT?
What will it COST you?
Are you prepared
to PAY THE PRICE?
Canon
WIDE
IMAGING
STEREO


SERVICES
CARRIER
EXPERIENCE
JOB
SKILLS
TECHNOLOGY
IT
INTERVIEW
NETWORKS
DEVELOPMENT
PROGRAMMING
COMMUNICATION
IMPLEMENTATION
TIME MANAGEMENT
FUTURE
715412
684912
CODING
PROFESSIONAL
SOFTWARE
432883


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

To implement change

THREE BIG LEADERSHIP STEPS



Decide from a Strong Basis



Commit to Pay the Price



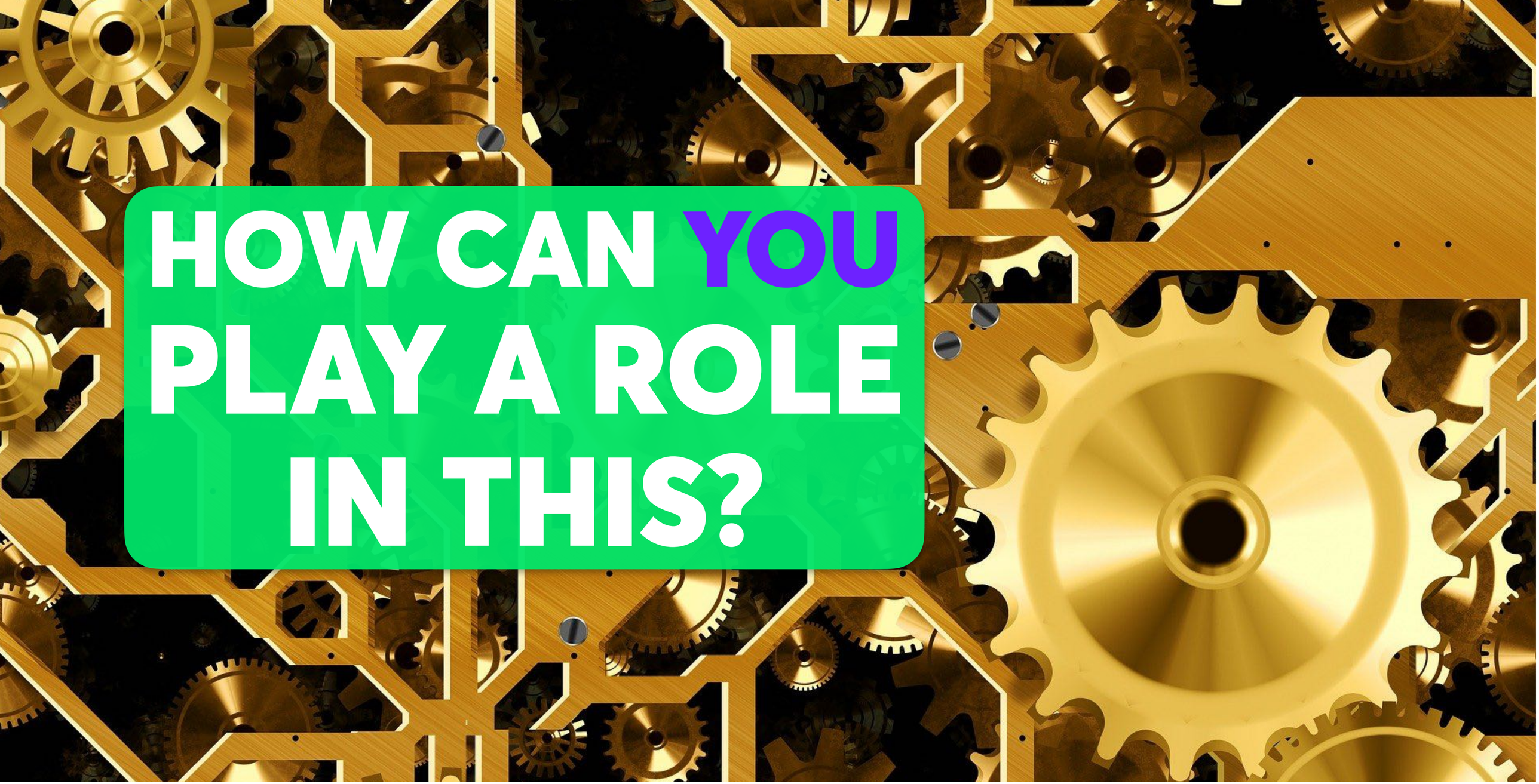
Communicate the Change


Clarity of
Communication

Why do many digital

TRANSFORMATIONS FAIL?

Not Having a Clear Vision COMMUNICATED


HOW CAN YOU
PLAY A ROLE
IN THIS?


Three tools for successful
CHANGE COMMUNICATION

Three tools for successful

CHANGE COMMUNICATION

FOCUS: AUDIENCE



START WITH WHY



KEEP IT SIMPLE





WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHO'S YOUR AUDIENCE?

What's on **their mind?**

What's in it **for them?**

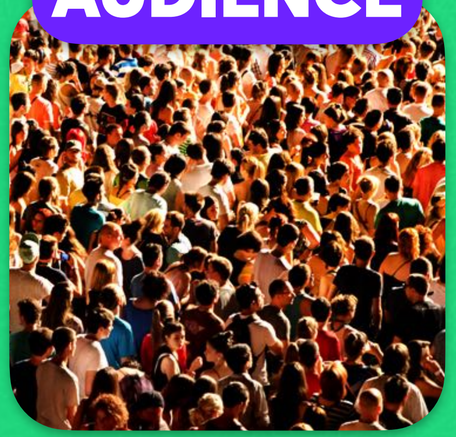
What **challenge** will you help them with?

What **motivates** them?

Three tools for successful

CHANGE COMMUNICATION

FOCUS: AUDIENCE



START WITH WHY



KEEP IT SIMPLE



1

START WITH WHY




COUNTRY
DIRECTOR
Canon


PITCH
COACH
Best 3
Minutes



Change IT System

Change Organisation

Change Warehouse

Change Pricing Model

WHY?



WHY!

Pan-European **Pricing**

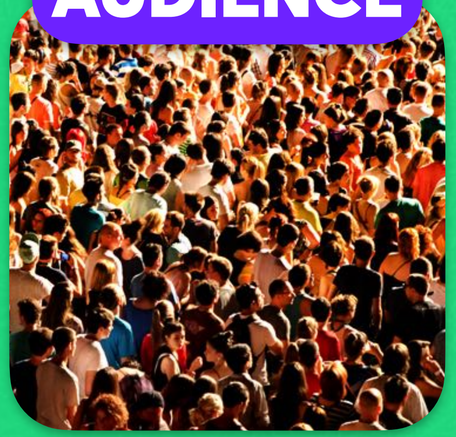
Pan-European **Brand** Marketing Power

Availability of hot products

Three tools for successful

CHANGE COMMUNICATION

FOCUS: AUDIENCE



START WITH WHY



KEEP IT SIMPLE




Attention spans are
SHRINKING FAST!


Attention spans are
SHRINKING FAST!
150
seconds
2004
47
seconds
2023

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

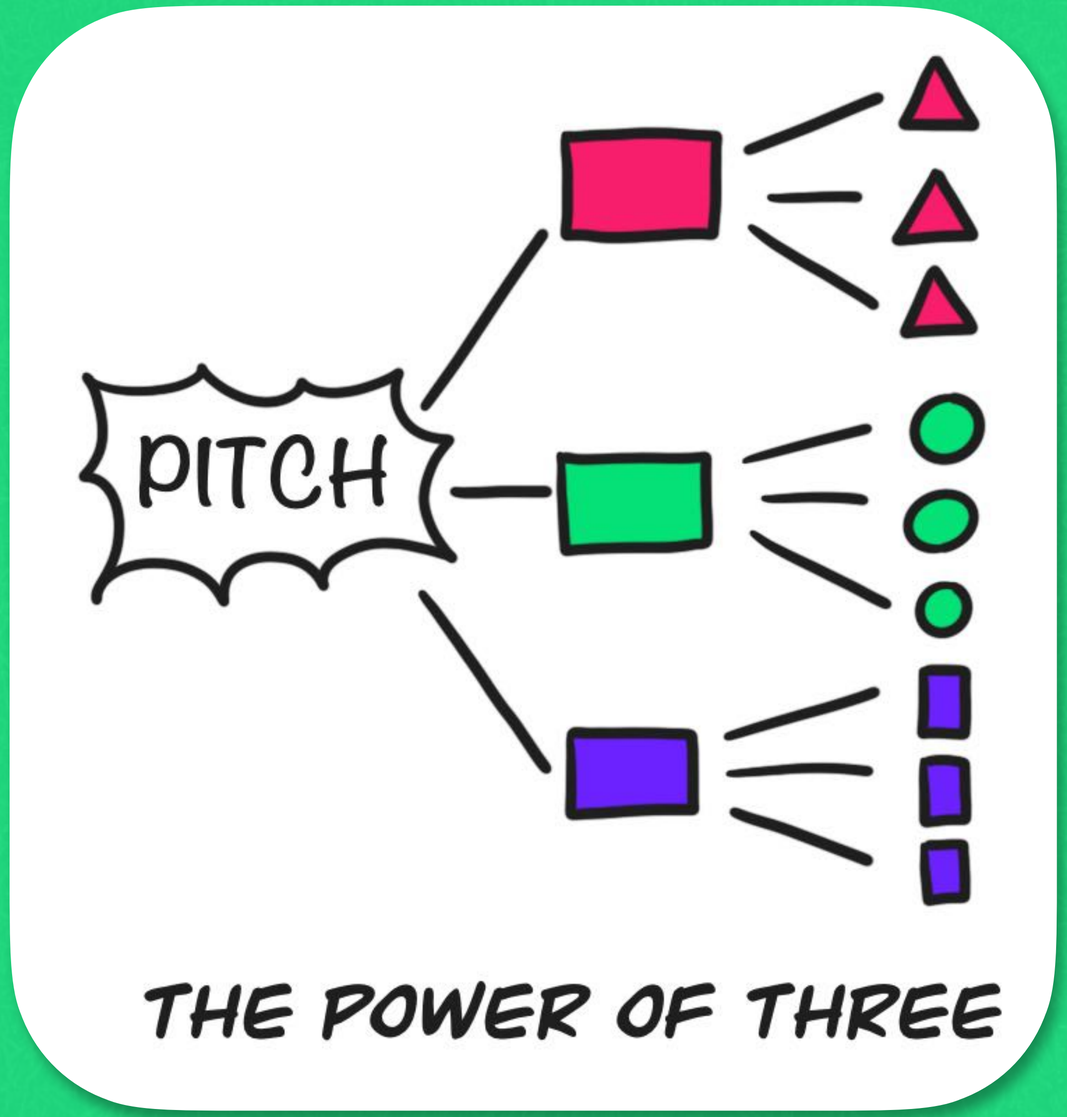


How do you apply
THE POWER OF THREE?




Ryan Pandya (USA)
Muufri

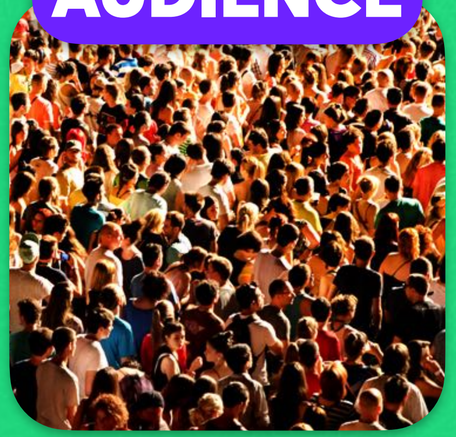

Runner-up
€ 200,000


PITCH
THE POWER OF THREE

Three tools for successful

CHANGE COMMUNICATION

FOCUS: AUDIENCE



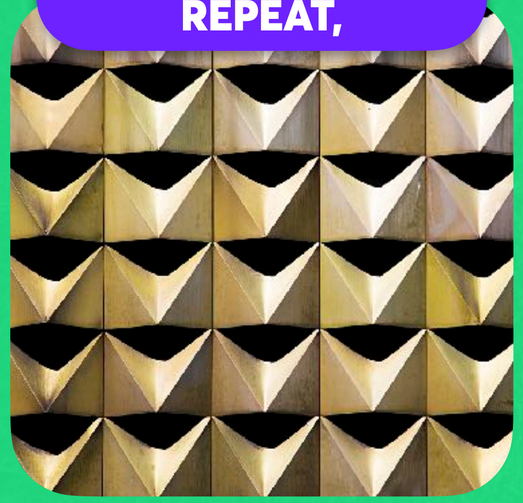
START WITH WHY



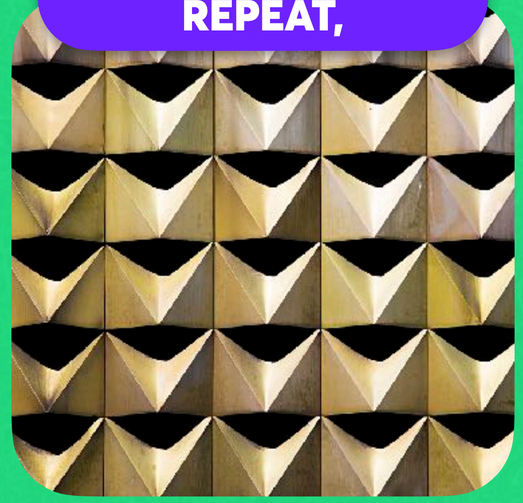
KEEP IT SIMPLE



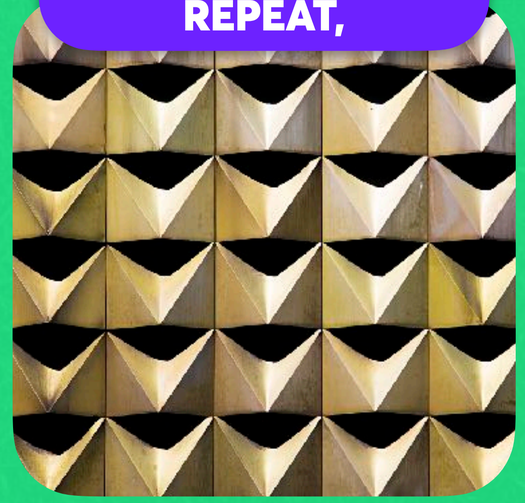
REPEAT,
REPEAT,
REPEAT,



REPEAT,
REPEAT,
REPEAT,



REPEAT,
REPEAT,
REPEAT,





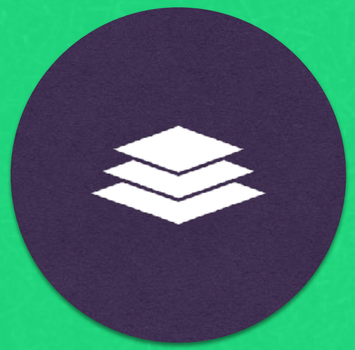
JOHN WOODEN
Legendary Basketball coach

The eight laws of learning are

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

To implement change

THREE BIG LEADERSHIP STEPS



Decide from a Strong Basis



Commit to Pay the Price



Communicate the Change


You are the companies
LEADING CHANGE
The Challenge:
KEEP MOVING


You are the PEOPLE
LEADING CHANGE
The Challenge:
KEEP COMMUNICATING

Doing Nothing Is
NOT AN OPTION




Doing One Thing
IS NOT ENOUGH!


TECHNOLOGY
CARRIER
EXPERIENCE
SERVICES
JOB
IT
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INTERVIEW
NETWORKS
DEVELOPMENT
IMPLEMENTATION
PROGRAM
TIME MANAGEMENT
FUTURE
COMMUNICATION
789969
601252
CODING
PROFESSIONAL
SOFTWARE
848727

Tools and
RESOURCES







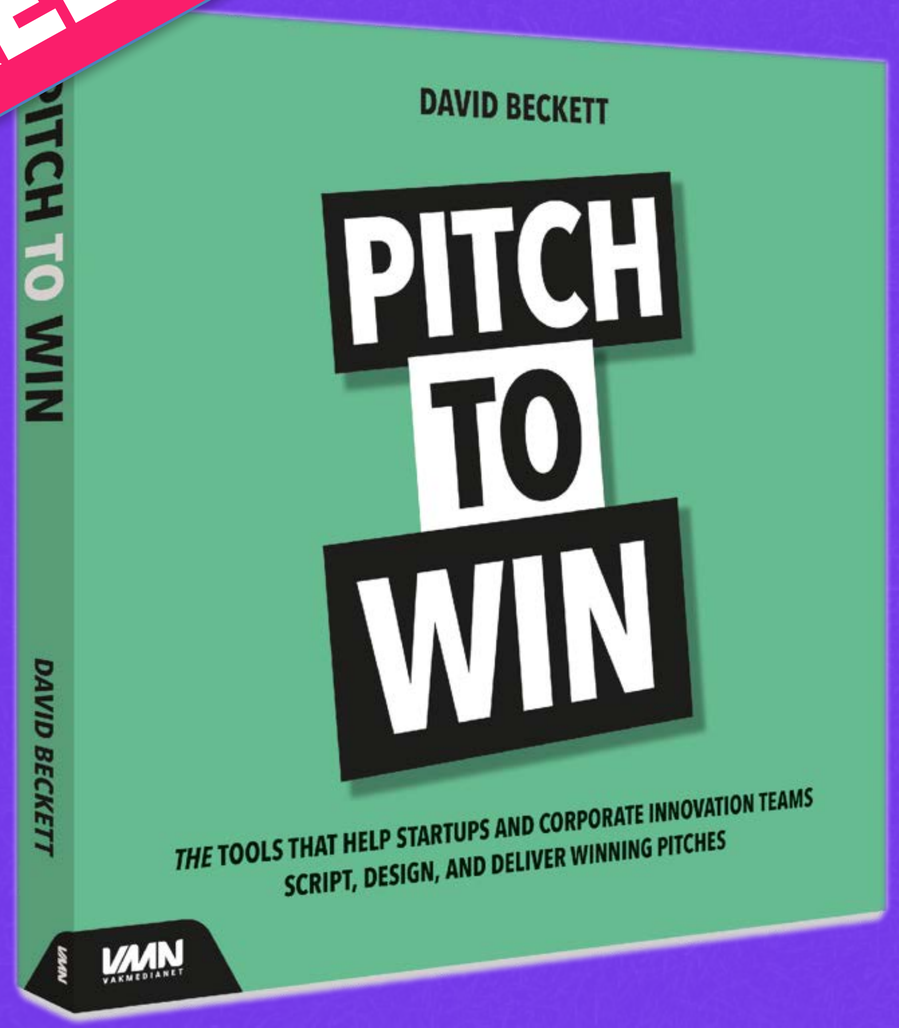
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All the **SLIDES**



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FREE



FREE AUDIOBOOK

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