

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

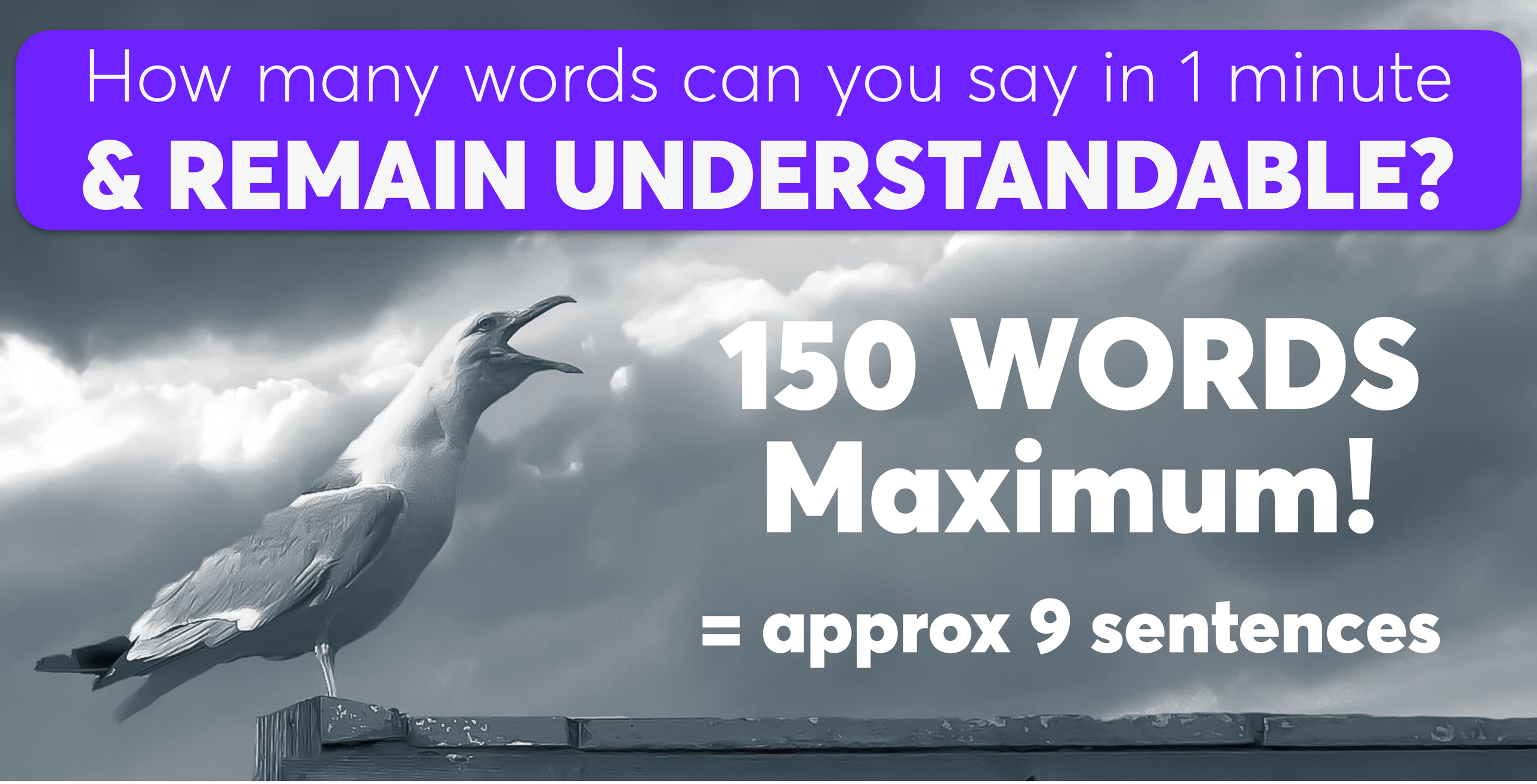
David Beckett

best3minutes.com

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Best 3 Minutes

How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences

PREPARE FOR THE PANEL



Pre-call with the Moderator

Meet the moderator **in person** on the day

Have **3 key messages** you definitely want to deliver

Have 2-3 **back up** messages

Don't put too much **pressure** on yourself!

A **NEW WAY** to create **A NEW PITCH!**

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

STORYLINE
with Post-It Notes

Opening



THE POWER OF THREE

Closing





WHO'S YOUR AUDIENCE?

What do *they* **CARE** about?

What do they already **know?** (Technology, industry)



WHO'S YOUR AUDIENCE?

For any talk/ presentation/pitch, ensure it's **relevant** for **THEM** - not just the story we want to tell



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?

Connect on LinkedIn

Visit website

Arrange follow up meeting

Speak after the talk

QR CODE (with something of value) works!

How do we usually create **A NEW PITCH?**




STOP!

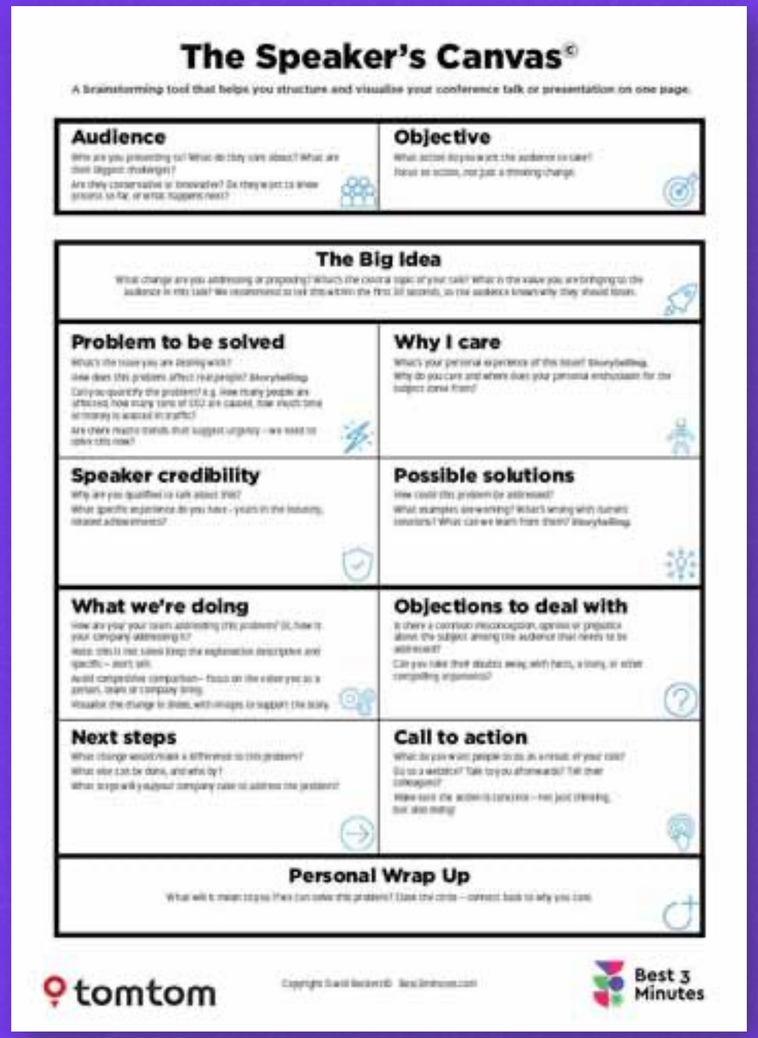

Don't Open
POWERPOINT
Until you know what you
are going to say...



Use POST-IT NOTES To Build Your Storyline



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The Speaker's Canvas©

A brainstorming tool that helps you structure and visualise your conference talk or presentation on one page.

Audience

Who are you presenting to? What do they care about? What are their biggest challenges?

Are they conservative or innovative? Do they want to know process so far, or what happens next?

Objective

What action do you want the audience to take?

Focus on action, not just a thinking change.

The Big Idea

What change are you addressing or proposing? What's the central topic of your talk? What is the value you are bringing to the audience in this talk? We recommend to nail this within the first 30 seconds, so the audience knows why they should listen.

Problem to be solved

What's the issue you are dealing with?

How does this problem affect real people? Storytelling.

Can you quantify the problem? e.g. How many people are affected, how many tons of CO2 are caused, how much time or money is wasted in traffic?

Are there macro trends that suggest urgency – we need to solve this now?

Why I care

What's your personal experience of this issue? Storytelling.

Why do you care and where does your personal enthusiasm for the subject come from?

Speaker credibility

Why are you qualified to talk about this?

What specific experience do you have - years in the industry, related achievements?

Possible solutions

How could this problem be addressed?

What examples are working? What's wrong with current solutions? What can we learn from them? Storytelling.

What we're doing

How are your your views addressing this problem? (If, how is your company addressing it?

Note: this is not sales! Keep the explanation descriptive and specific – don't sell.

Avoid competitive comparison– focus on the value you as a person, team or company bring.

Visualise the change in steps, with images to support the story.

Objections to deal with

Is there a common misconception, opinion or prejudice about the subject among the audience that needs to be addressed?

Can you take their doubts away with facts, a story, or other compelling arguments?

Next steps

What change would make a difference to this problem?

What else can be done, and who by?

What script will you/your company take to address the problem?

Call to action

What do you want people to do as a result of your talk?

Go to a website? Talk to you afterwards? Tell their colleagues?

Make sure the action is concrete – not just thinking, but also doing!

Personal Wrap Up

What will it mean to you if we can solve this problem? Close the circle – connect back to why you care.

tomtom

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THE SPEAKER CANVAS©

Use to brainstorm - it's a thinking tool, not a 'use everything on this canvas in every talk' tool

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THE BIG IDEA

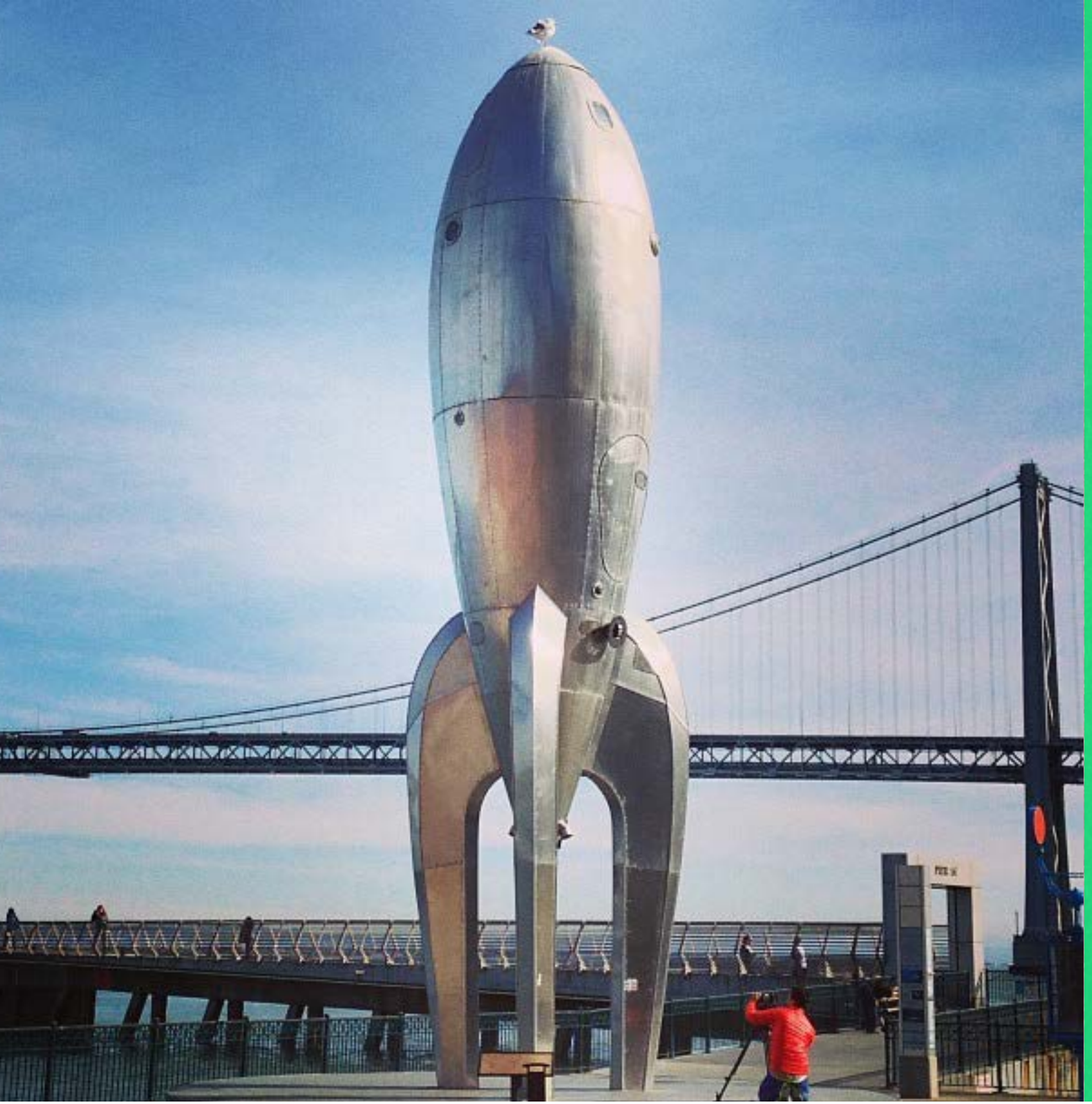
In **2-4 sentences,** what is the talk all about?

What is the central topic of **change**?

Why should they **listen?**

No blah blah - get them into the **value** asap!


Make the first word count
OPEN POWERFULLY



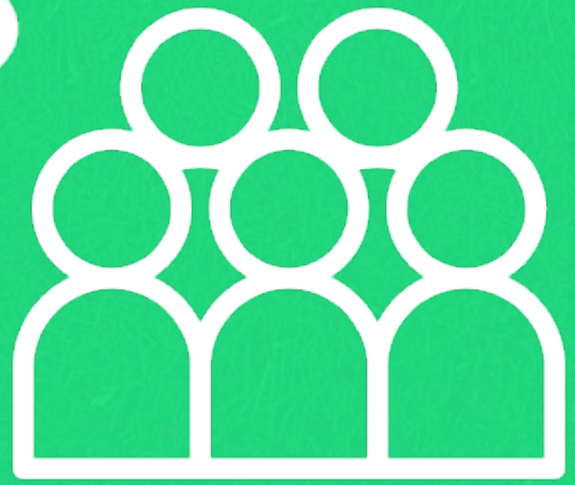
The first 20 seconds buys

ATTENTION

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

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

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



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"



Finish your pitch

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!


Pitching in
THE USA



The Expectation…
BOOM!

The essentials of

CULTURAL DIFFERENCE: EUROPE vs USA



Europe

PESSIMISTIC

USA

OPTIMISTIC

Europe

PESSIMISTIC

PROCESS

USA

OPTIMISTIC

VISION


"IT'S NOT WHERE
YOU'RE COMING FROM:
IT'S WHERE YOU'RE
GOING THAT COUNTS"

Europe

PESSIMISTIC

PROCESS

PROOF

OBJECTIVE

USA

OPTIMISTIC

VISION

STATEMENT

PERSONAL

Europe

PESSIMISTIC

"Ambition?"

An uncomfortable relationship

USA

OPTIMISTIC

"AMBITION!"

It's burned into the culture

Europe

PESSIMISTIC

"Success?"

An uncomfortable relationship

USA

OPTIMISTIC

"SUCCESS!"

It's burned into the culture



SEAN PERCIVAL

Silicon Valley Investor



SEAN PERCIVAL

Investors invest in **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**

Avoid conditionals
MAKE IT PRESENT



Eigenlijk, willen we,
misschien, proberen,
een beetje…
weet je?

Avoid conditionals
MAKE IT PRESENT



Hopefully

We're trying to build…

If it works out, maybe…

One of the leading…



We do, We are

We have built…

We will be…

The Leader!

A concrete example of the difference between European pitching and American.

A US speaker agency asked to put me on their platform. I sent my standard biography. This is what they wrote instead!





European Pitching versus USA pitching

Presbourg speakers approached me - US-based speaker agency.
I sent a biography. They pimped it.

I wrote this: European Pitching.

A former Country Director at Canon, David pivoted from a 16 year senior corporate career at Canon to become Europe's leading Pitch Coach. Across a decade, he has trained over 2200 Startups and Scaleups to win over €450Million in investment. David has also trained more than 33,000 professionals at companies such as Booking.com, Tommy Hilfiger, PwC and Netflix in 29 countries, as well as over 30 TEDx speakers. David is the creator of The Pitch Canvas©, and author of the books Pitch To Win and Blue Moon Pitch. He's done business in over 40 countries, and is passionate about giving ideas a voice.

The USA speaker agency wrote this.

David Beckett is a powerhouse in the world of pitching and public speaking, renowned as Europe's leading pitch coach. Leveraging his 16 years of corporate experience, David made a bold career transition to become a transformative force in the industry. Over the course of a decade, he has successfully trained over 2200 Startups and Scaleups, facilitating them in securing an impressive €450 million in investments. David's influence extends far and wide, having also imparted his expertise to more than 33,000 professionals at esteemed companies such as Booking.com, Tommy Hilfiger, PwC, and Netflix across 29 countries. Furthermore, he has worked closely with over 30 TEDx speakers, guiding them to deliver compelling and impactful talks.

David is the brilliant mind behind The Pitch Canvas©, a groundbreaking tool that has revolutionized the art of pitching and presentations. As the author of the acclaimed books Pitch To Win and Blue Moon Pitch, David's insights and strategies have empowered countless individuals to elevate their communication skills and achieve success in various spheres. With a wealth of global business experience spanning over 40 countries, David is deeply committed to empowering others to amplify their voices, share their ideas, and make a meaningful impact in the world.

Example of a

FINAL SLIDE (see next slide)



David Beckett

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