

David Beckett

A Pitch is a **Time-Pressured** Presentation about **Solving** a Problem, with a **Clear Ask,** and a **Personal Edge.**

2 PARTS TO THE PITCH TODAY

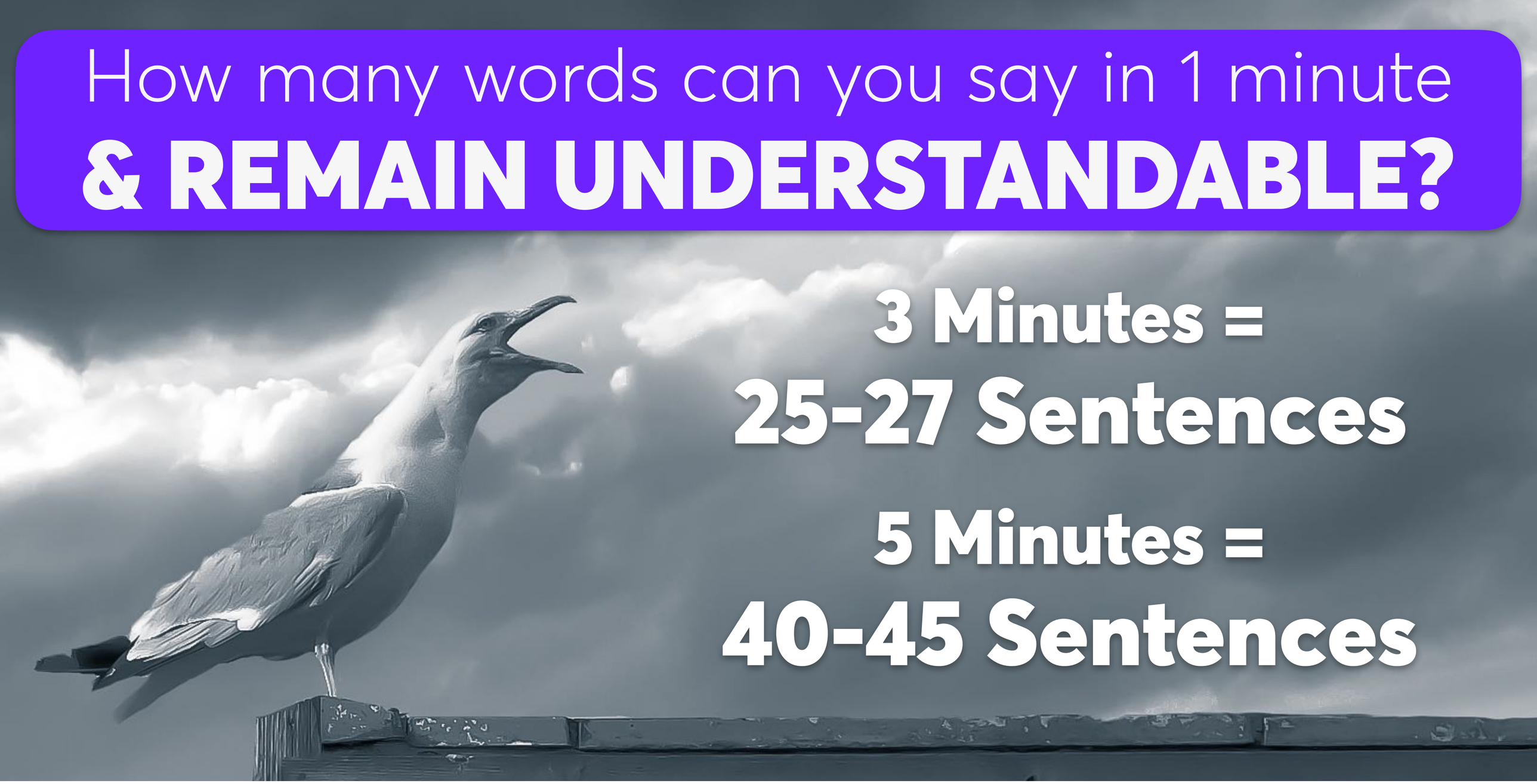


FUNCTION



KPI's

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



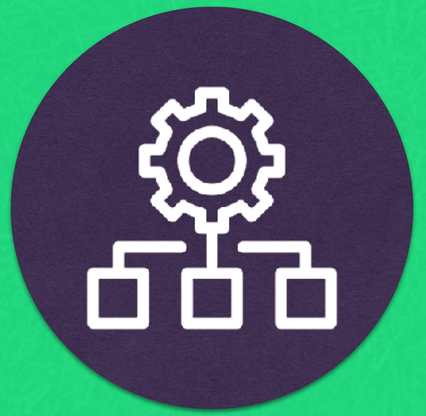
3 Minutes =
25-27 Sentences

5 Minutes =
40-45 Sentences

What makes
A GREAT PITCH?



RELEVANT
focused on
the audience



CLARITY
a good
structure



ON TIME
limited
details



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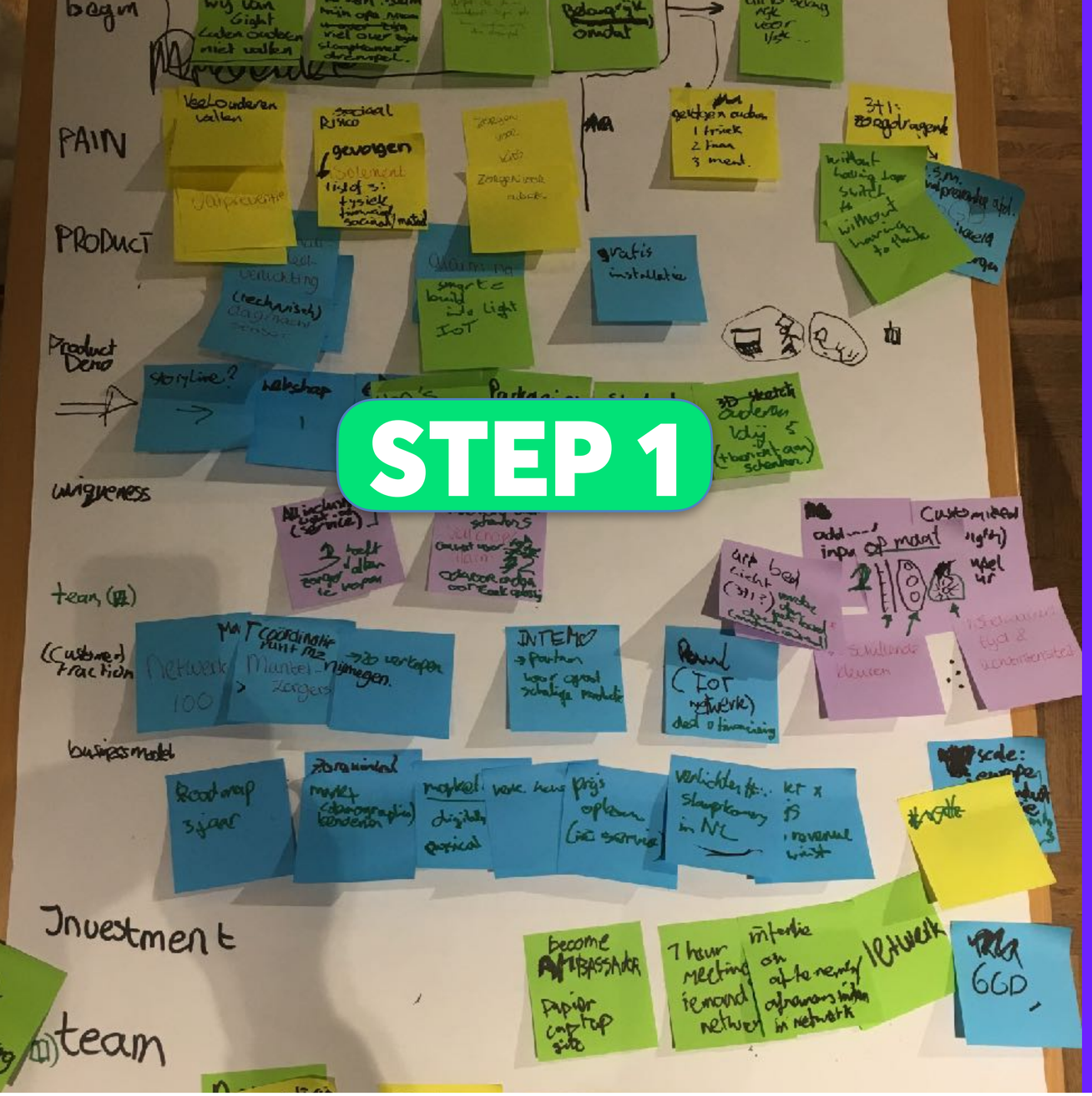
A Pitch is a
Time-Pressured Presentation
about Solving a Problem,
with a Clear Ask,
and a Personal Edge.

The **Value** of a Great Pitch is measured by what the

AUDIENCE DOES NEXT



Use POST-IT NOTES To Build Your Storyline

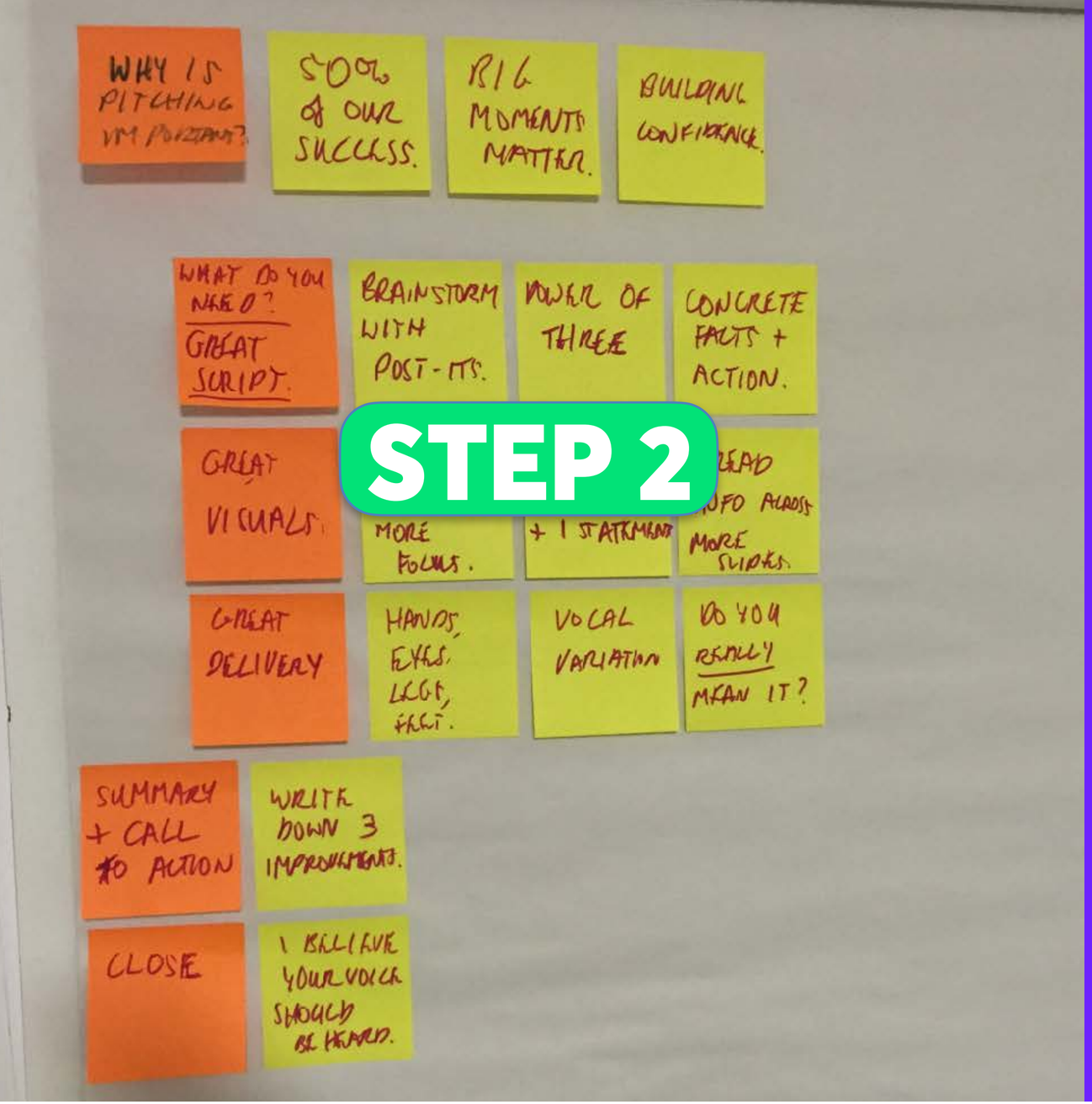


ACTION STEP

Brainstorm content on Post-Its

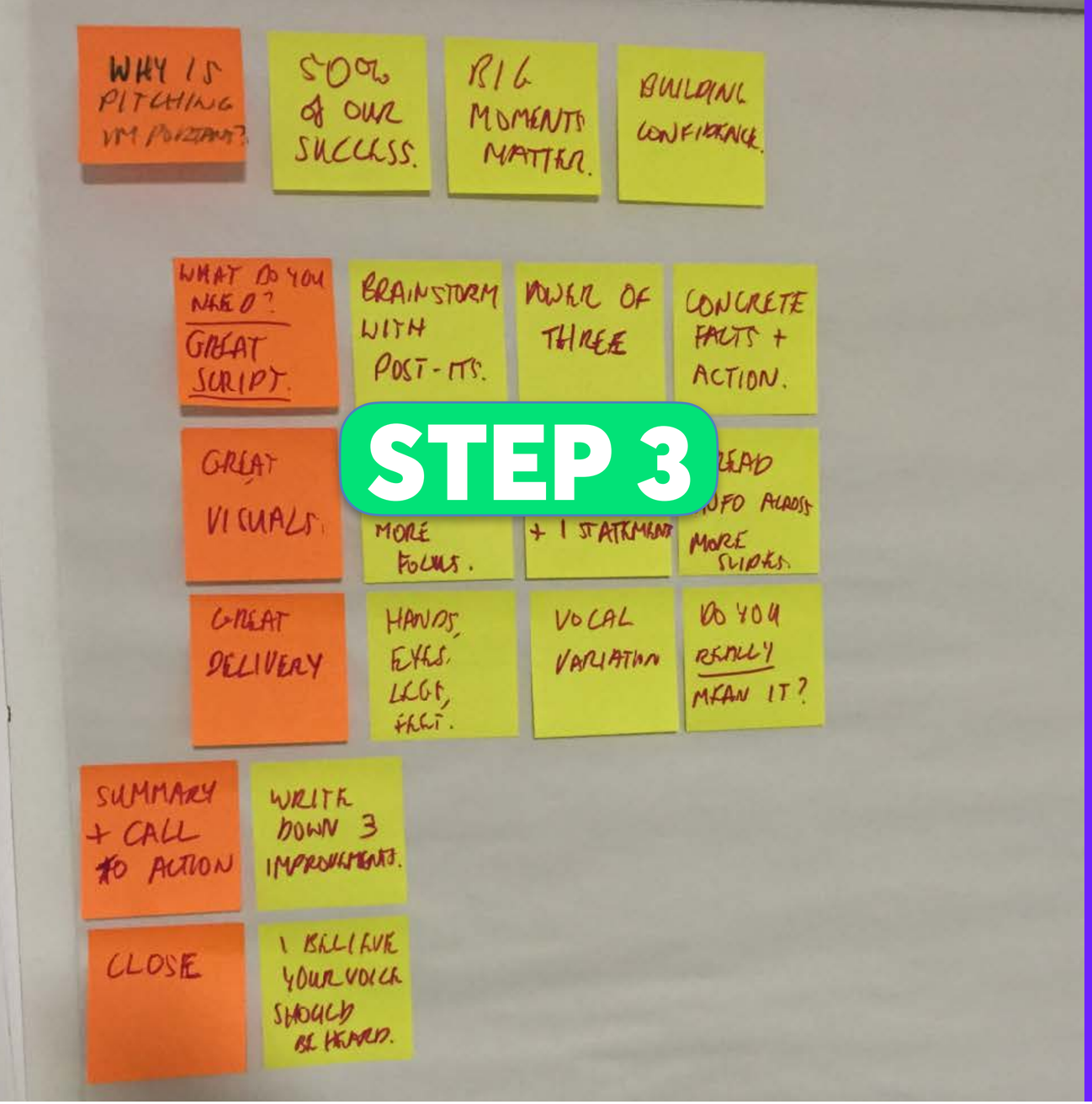
Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write



ACTION STEP

Build a **storyline** targeting the amount of time you have



ACTION STEP

Say it **out loud**

Have you got **spoken** language or **written** language?

Does it **flow** as you want it to? Is the **structure** right?

QUANTIFIED PAIN



What's going **wrong/ needs improving?**

What does it **result** in?

SIMPLE 'PRODUCT'



What (simply) do you plan to **do?**

QUANTIFIED RESULT



What will **improve?**

How **much?**

QUANTIFIED PAIN



Process X takes seventeen people at least two hours per week, costing the company over eighteen hundred hours per year.

SIMPLE 'PRODUCT'



After looking at over a dozen options, we identified Tool Y. It's online, integrates with other processes, and is used by other multinational companies.

QUANTIFIED RESULT



First testing indicates that we can cut the manual aspect of this work by 70%, saving each person at least one hour per week - that's 900 hours per year.



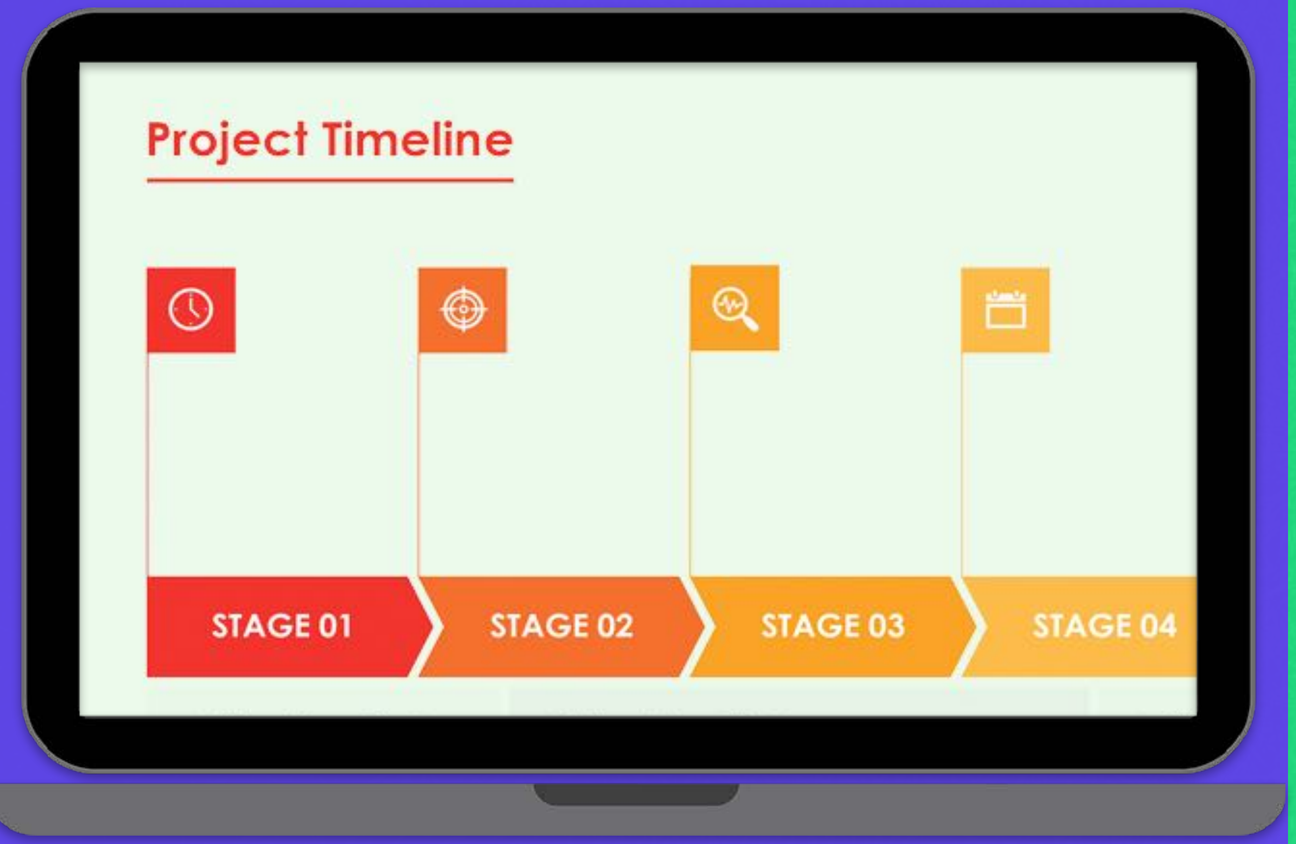
PROOF

Have you **tested** the proposal?

Any **track record**
(past projects, team)
to suggest it will **succeed?**

Anybody in the **organisation**
already **supporting** the
proposal?

FIRST NEXT STEPS



Keep it simple!

3-4 concrete steps

(Link any resources request to the plan)



WHY YOU?

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

Your **Enthusiasm** Counts!