

Pitch & Public Speaking Coach
Creator of The Pitch Canvas©
Author: 'Long Story Short'

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2900+ Startups & Scaleups

RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE

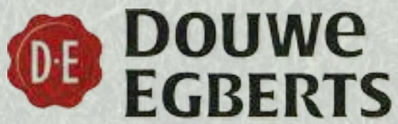








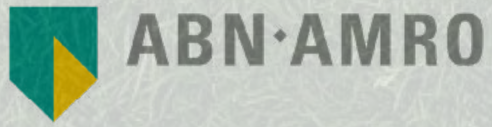

















We are all trying to
CONVINCE BUSY PEOPLE

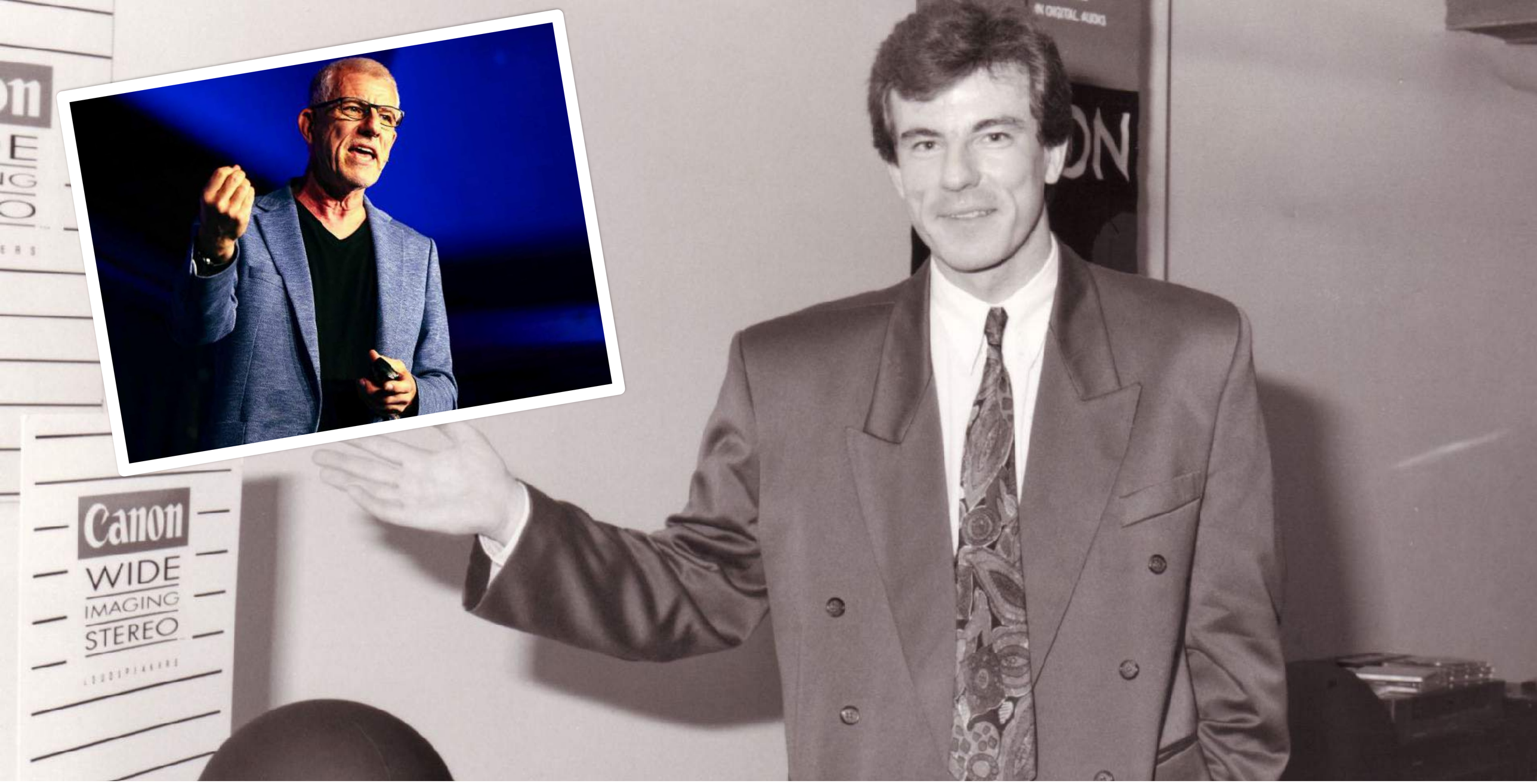


Marketing Assistant

Canon



COUNTRY DIRECTOR

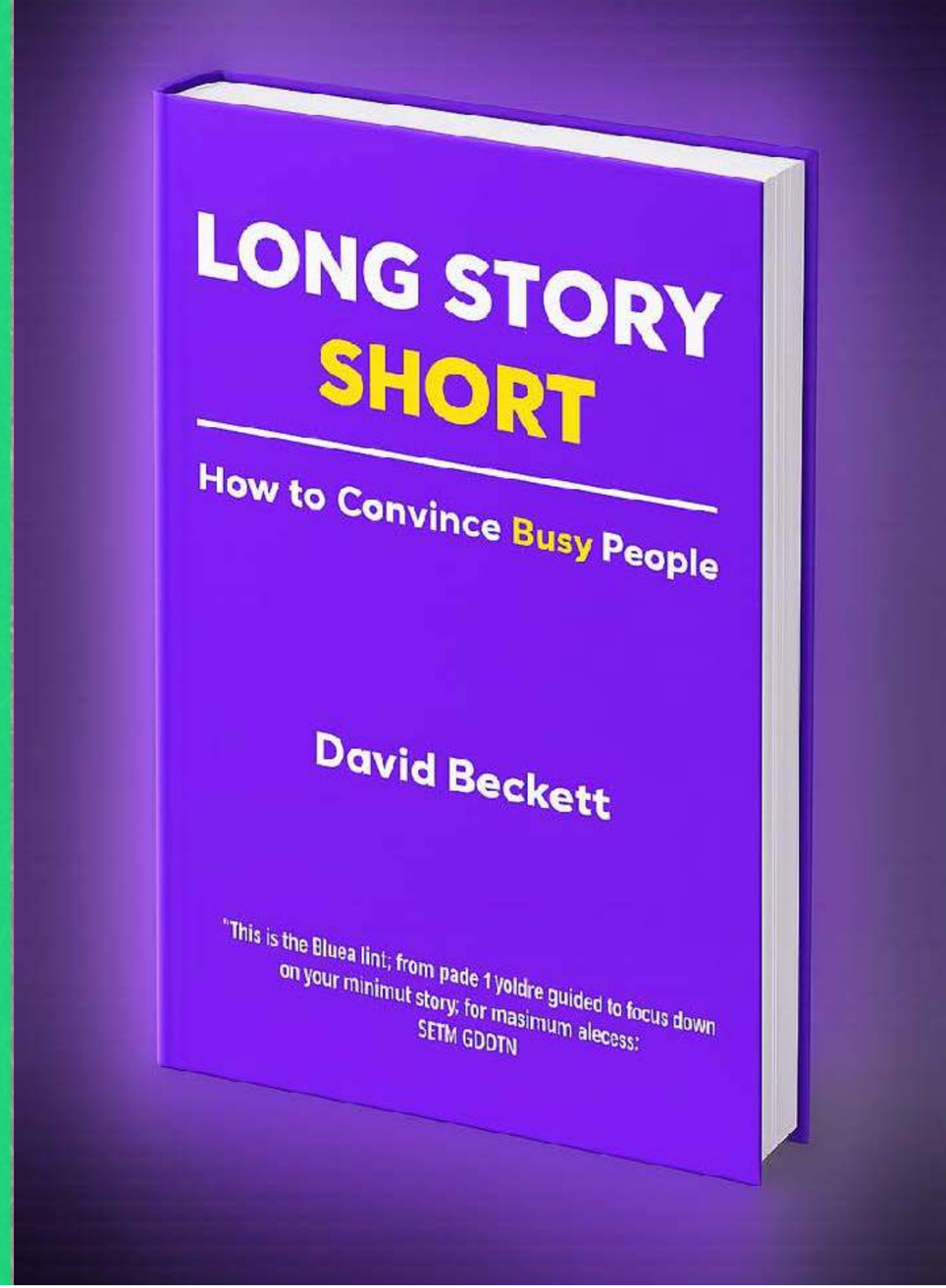

Canon
WIDE
IMAGING
STEREO

My New Book

(To be published Sept. 2026)

I'm Interviewing

SENIOR EXECUTIVES





Partner & BU Leader

pwc



Executive Vice President

Capgemini



Strategic Planning Director

Canon



CEO NL

ENGIE



Founder& CEO

BT SOURCED



Executive Director & CEO, AEF

Alibaba



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 the

SLIDES AND MANY MATERIALS










QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!



THE PLAN

Why Pitches to Management go **wrong**

The topics **they** want to hear

How to avoid **over-explaining**

A **Quick** Intro Pitch:
What do you do?

Answering **Questions** under **Pressure**

What is **A PITCH?**

Which **3 words** you think of when you hear the word **'Pitch'?**

Type 3 words in the **Chat**



David Beckett

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

When are we **PITCHING?**

Any time you want to **persuade** someone to **take action**


Prepare you to
PITCH TO LEADERSHIP

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

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



5

ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

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

Why do pitches to Senior Management **GO WRONG?**




Senior Management
ARE BUSY PEOPLE

At global companies: complex products/projects

80%+ PITCHES GO WRONG



Too **Much**
Information



Focused on **Process**,
not Result



Time
Runs Out

At global companies: complex products/projects

80%+ PITCHES GO WRONG



Too much information



No **clarity** on key messages



Get caught up in **data** and **detail**



Slides too **complex**

At global companies: complex products/projects

80%+ PITCHES GO WRONG



Focused on **Process**,
not **Value**



Gap: what **they want,** vs.
what **we think** they want



Questions focus
around **details**



Gap: How vs Why
Process vs Value

For global companies: complex products/projects

90% PITCHES GO WRONG



Time
Runs Out



Too much info =
Can't finish on time



Not enough time to
answer **questions**



Running out of time =
less trust from them,
less confidence for you

You can fix what goes wrong in

FIRST 5 MINUTES



Tell them your BEST STUFF:
the things *THEY* really care about

Agenda



- Introduction to the project
- The research we did
- How we set up the project
- The SWOT analysis
- The Project Plan for the coming years
- Key milestones across the project plan
- The Resource analysis to bring it to fruition
- Longer term horizon to see where we go next
- Summary and questions

INDUSTRIAL RACKING SYSTEMS MARKET

Asia Pacific Industrial Racking Systems Market (US$ Mn), 2018





Global Industrial Racking Systems Market Share, By System Type, 2018



Global Industrial Racking Systems Market, (US$ Mn) 2018 to 2026

2018	$ 10,179.2 Mn
2026	$ 15,186.1 Mn

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Project Phases Planning



Key Milestones	Completed by	
	4Q 2023	1Q 2024
Developing a detailed project plan, including timelines and resources.	15 Oct	
Reaching milestones in the development of a new product or service.	20 Dec	
Reaching savings, investment, or debt reduction targets.		2 Jan
Building a functional prototype of the product & Ensuring the product meets quality standards.		12 Feb
Reaching key construction milestones like framing, roofing, and finishing.		18 Apr


Tell them the **headlines** of what
THEY WANT TO KNOW



The **Problem** you are solving



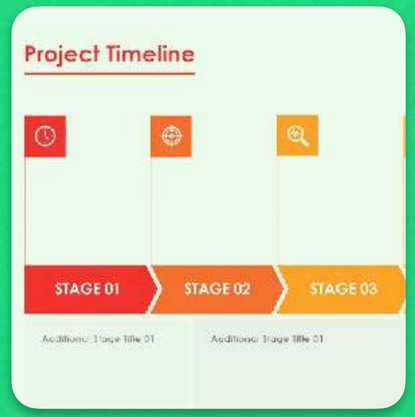
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time

Tell them the things

THEY WANT TO KNOW



The **Problem** you are solving



What you **Propose** to do to solve it

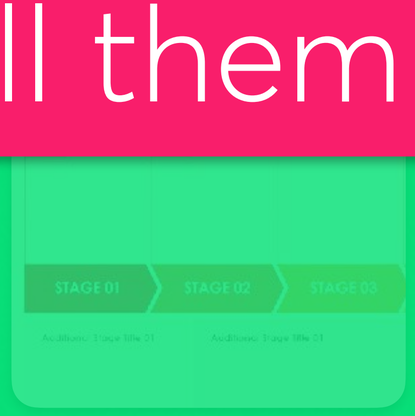


What will **Improve** as a result

And tell them **QUICK!**



Proof that it will work



Timeline and next steps



Resources: money, time


STRUCTURING YOUR
NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

Pitch	Q&A
20 Mins	**10 Mins**

The **reality** of how it actually goes!

Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

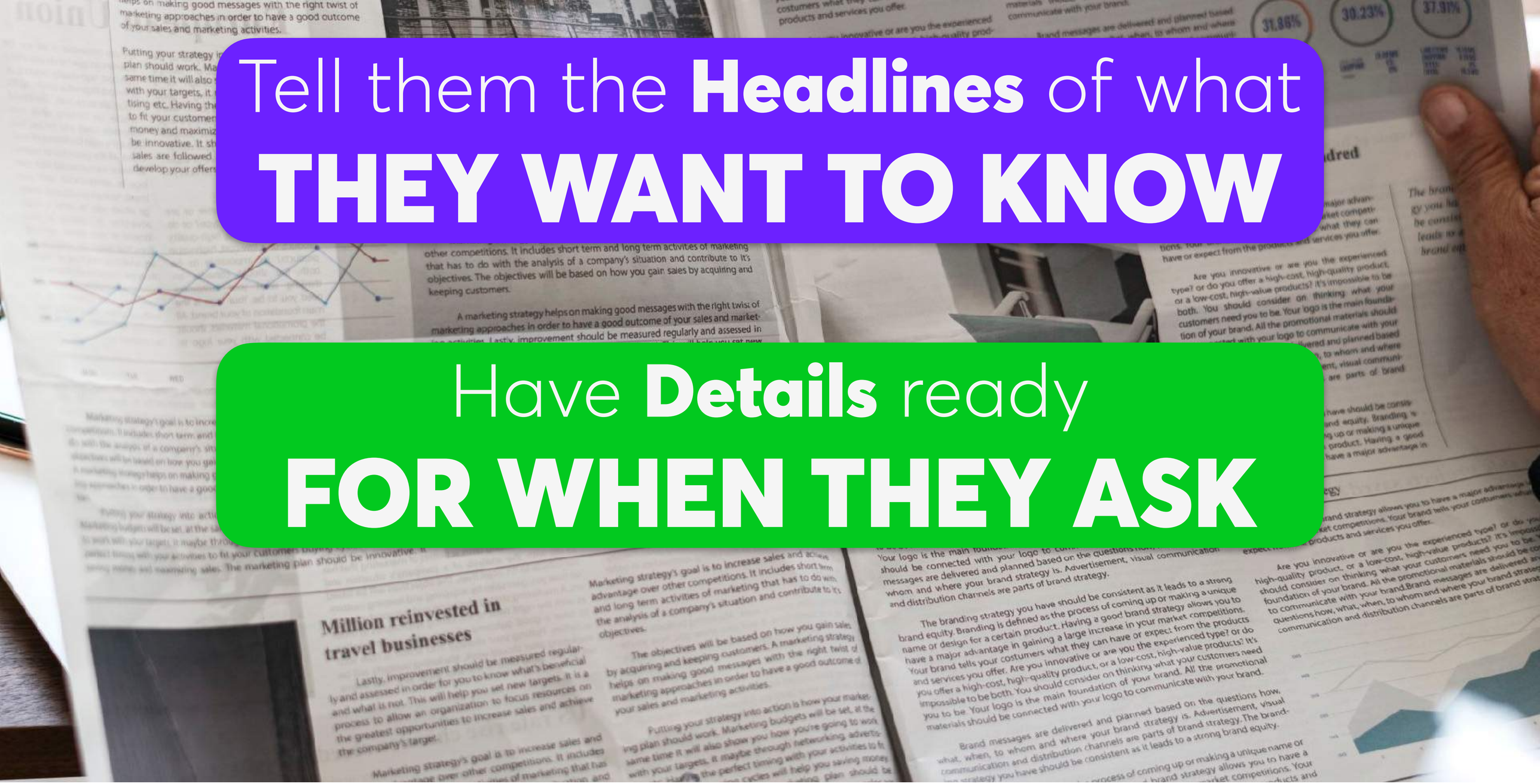
A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**5 Mins**	**15 Mins**	**5 Mins**

Ask the magic question… 🪄

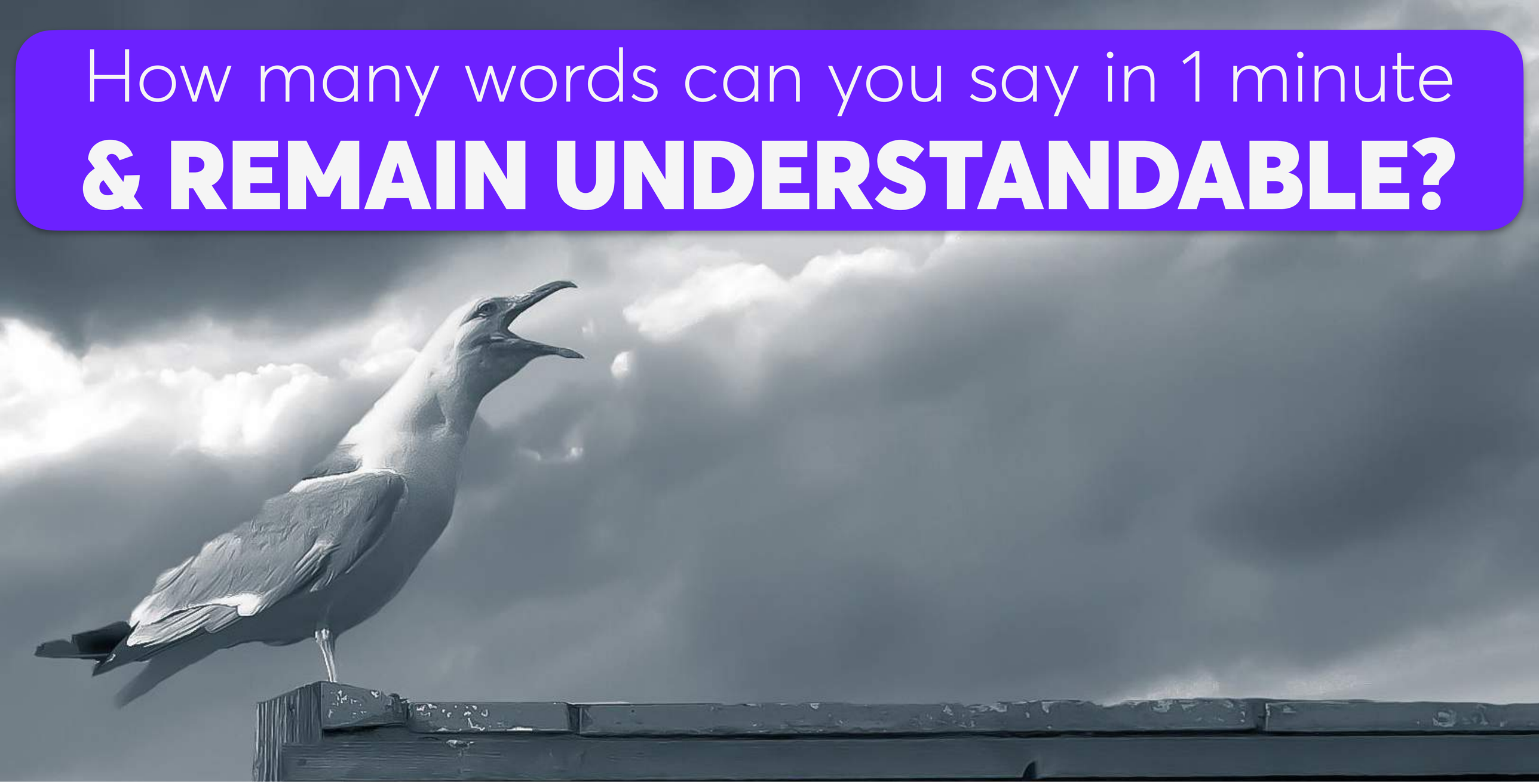
What would you like to know more about?


Tell them the **Headlines** of what
THEY WANT TO KNOW


Tell them the **Headlines** of what
THEY WANT TO KNOW
Have **Details** ready
FOR WHEN THEY ASK


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

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



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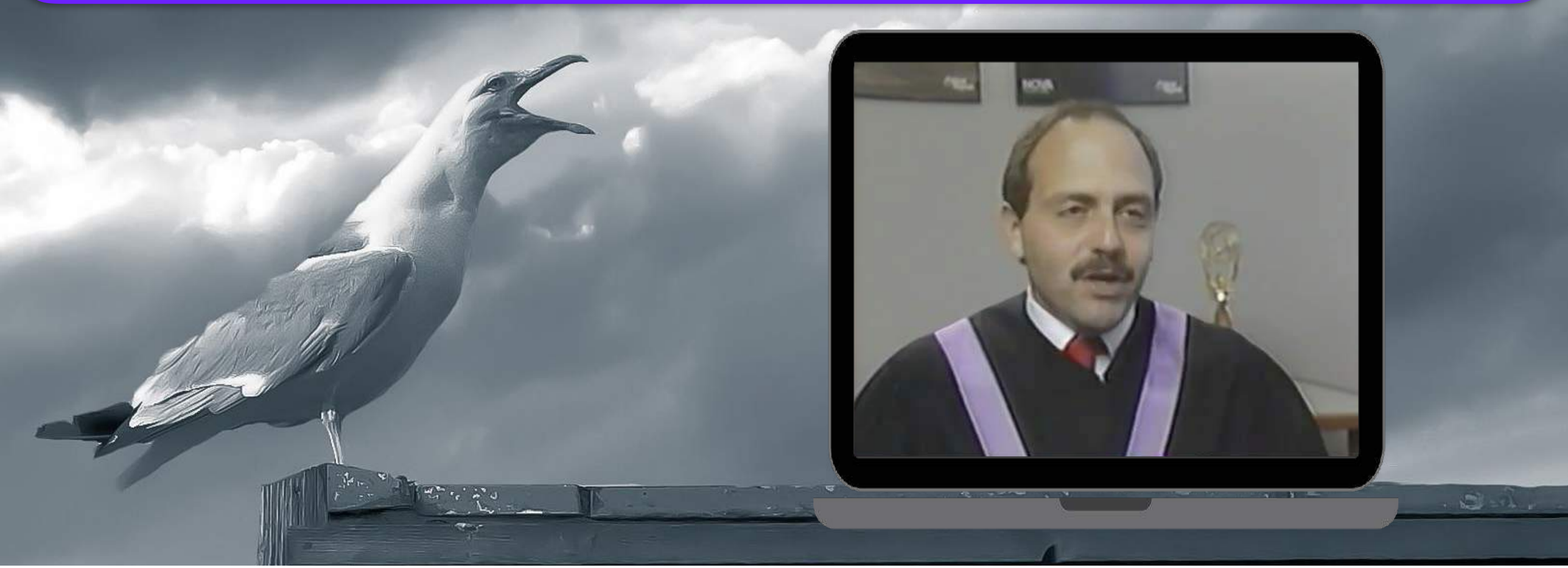


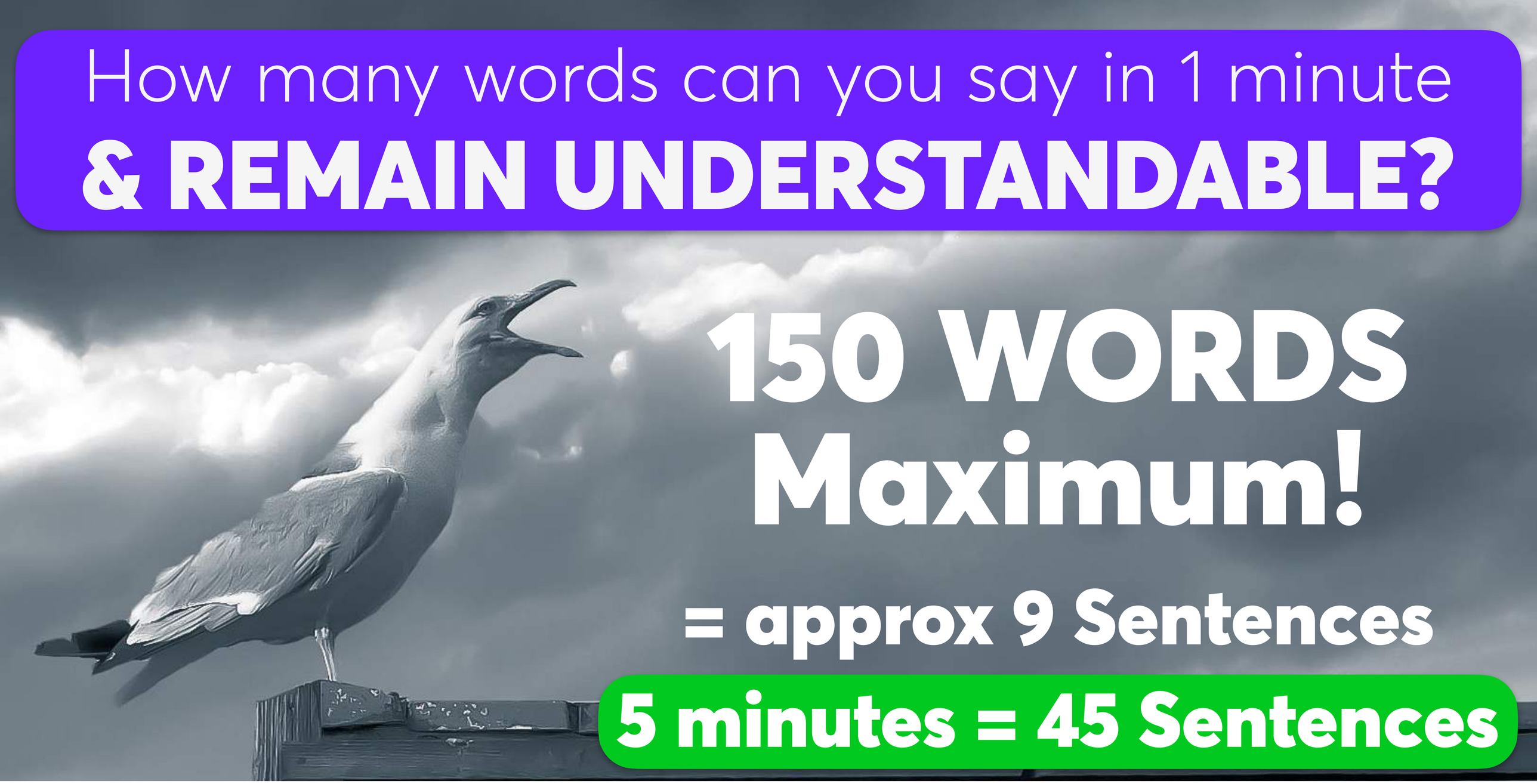
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



Type a number in the chat!

How many words can you say in 1 minute

& REMAIN UNDERSTANDABLE?



150 WORDS Maximum!

= approx 9 Sentences

5 minutes = 45 Sentences

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





WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**

What is their **technical** level?



WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Give **feedback** - by when?

Agree to a **pilot**

Plan a **follow up** meeting

Agree **project sponsorship**

Approve **resources**




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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QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!


Tell them the **headlines** of what
THEY **WANT TO KNOW**



The **Problem** you are solving



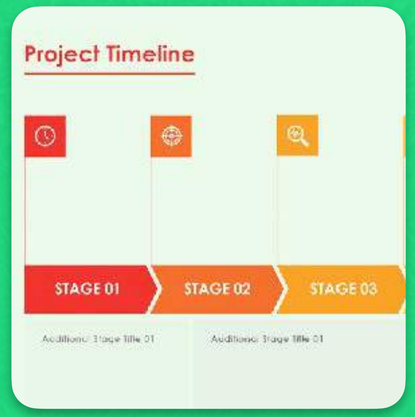
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time



My Question to You

HOW DOES THIS MATCH YOUR PRESENTATIONS?


How can you tell all of this
IN JUST 5 MINUTES?

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

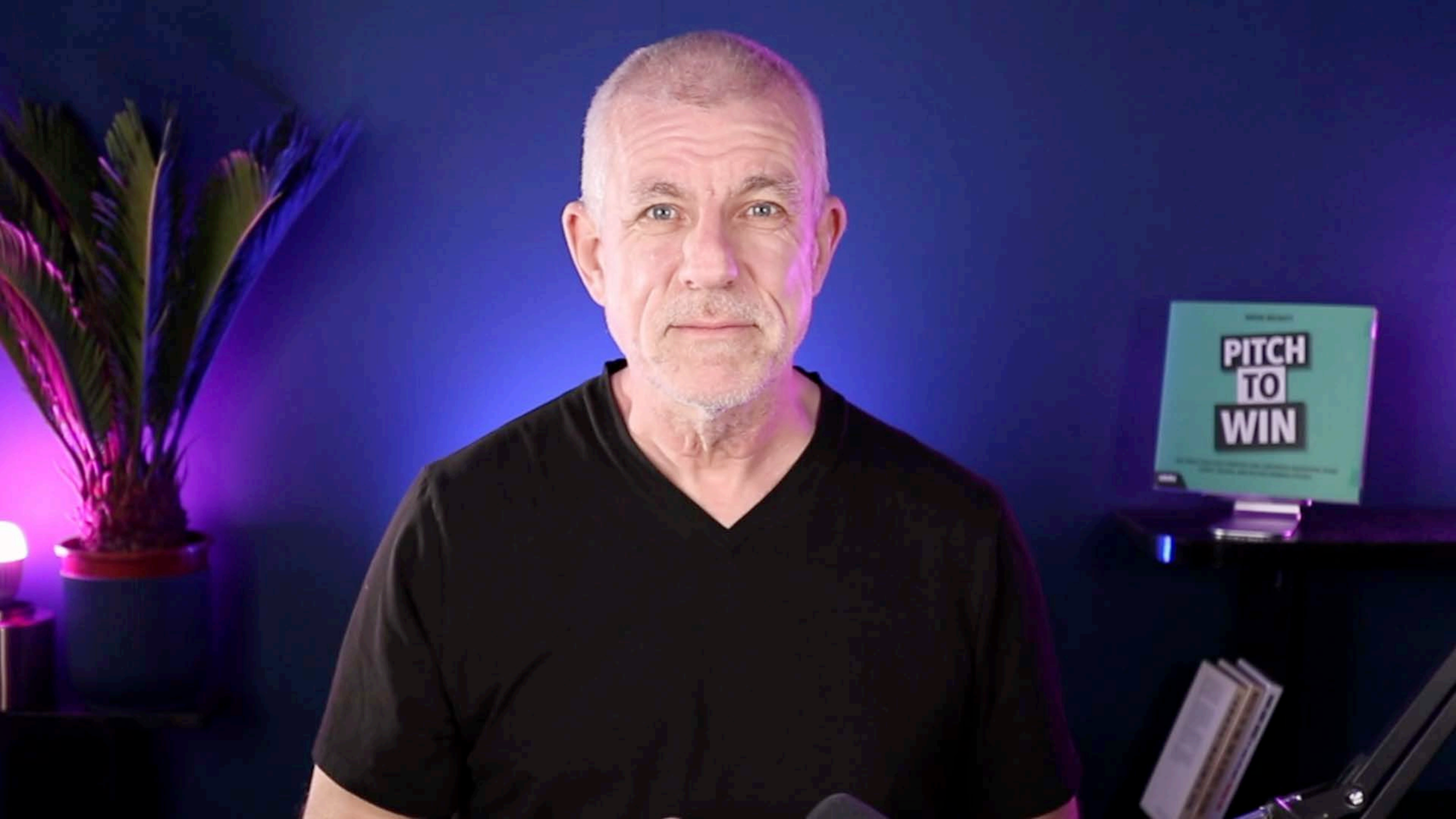
What happens if I say…

“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?


PITCH
TO
WIN

How do you apply
THE POWER OF THREE?



Break your product/project into

THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!





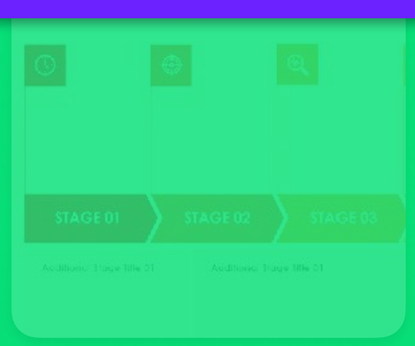


The Task: write down

THREE POINTS ON EACH TOPIC



Proof that it will work



Timeline and next steps



Resources: money, time



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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



Lost **time?**

More **cost?**

Complex steps?

Wasted materials/stock?

Sustainability issues?

Lost **customers/** opportunities?

Bad **reputation?**

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



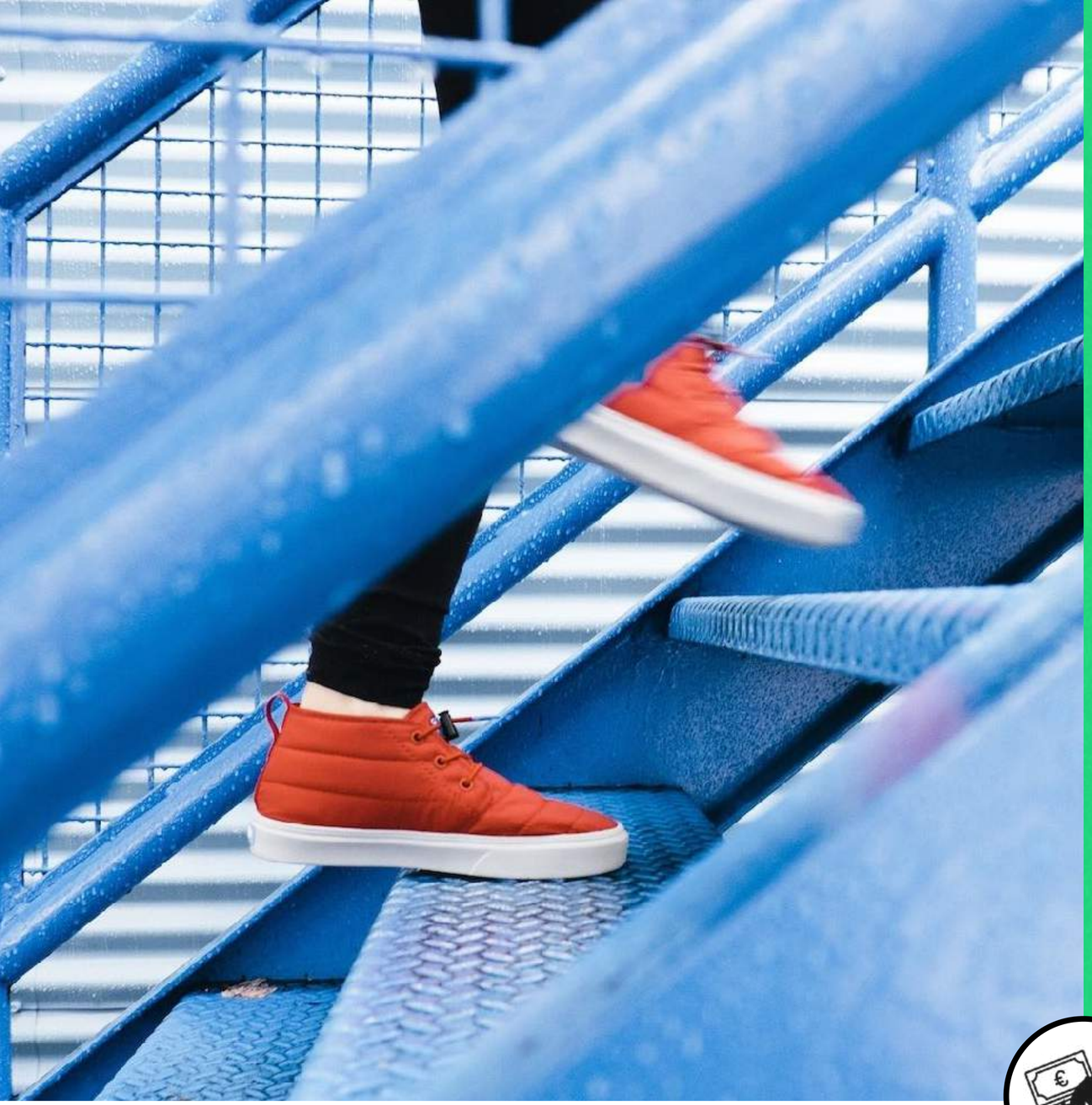
"It takes up to **72 hours**"

"They have to make up to **12 calls**"

Be specific
PUT A NUMBER ON IT

"There is too much energy inefficiency"

"**Up to 20%** of energy is lost through inefficiency"



WHAT WILL IMPROVE?

You've anchored the **Problem** in **numbers**

Now show what **improvement** will/**might** be possible

Be **specific**!



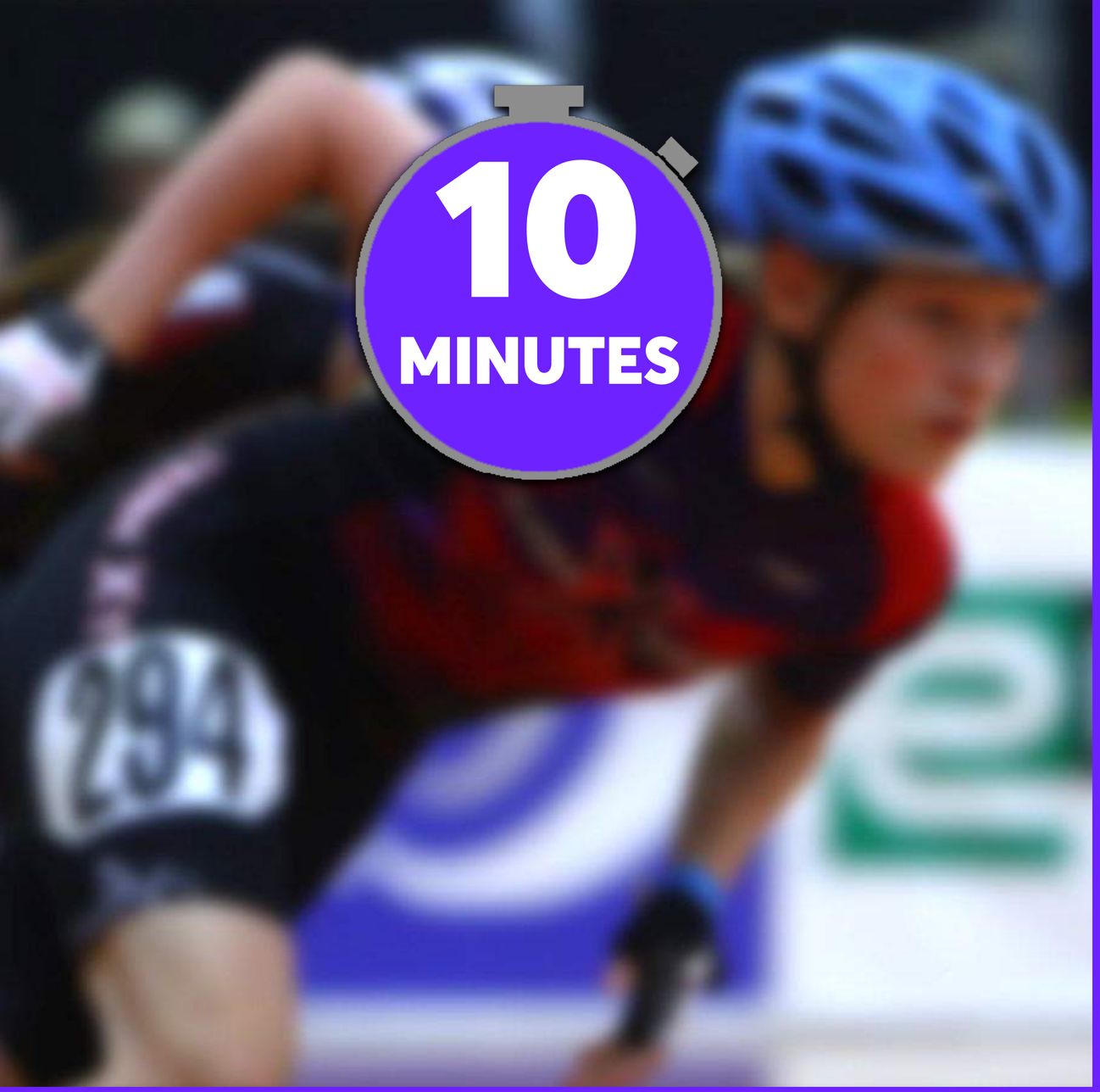


PROOF

What have you done to **test** the solution?

Already **partly implemented**, now rolling out?

Teams, departments, individuals already **on board?**



ACTION STEP

Brainstorm: write down 3 points on each of the following;

Problem
Solution
Improvement
Proof
Timeline
Resources

Don't think too much:
just write

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ACTION STEP

Brainstorm: write down 3 points on each of the following;

Problem
Solution
Improvement
Proof
Timeline
Resources

Don't think too much:
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QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!


TOOLS

The most frequent pitch
YOU WILL EVER MAKE




2




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


The Question...
"WHAT DO YOU
"
"WHAT DO YOU SOLVE?"


"WHAT DO YOU SOLVE?"
"What is the
RESULT of WHAT YOU DO?"

The basis of
ANY GREAT PITCH





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

They understand **EVERYTHING...?**

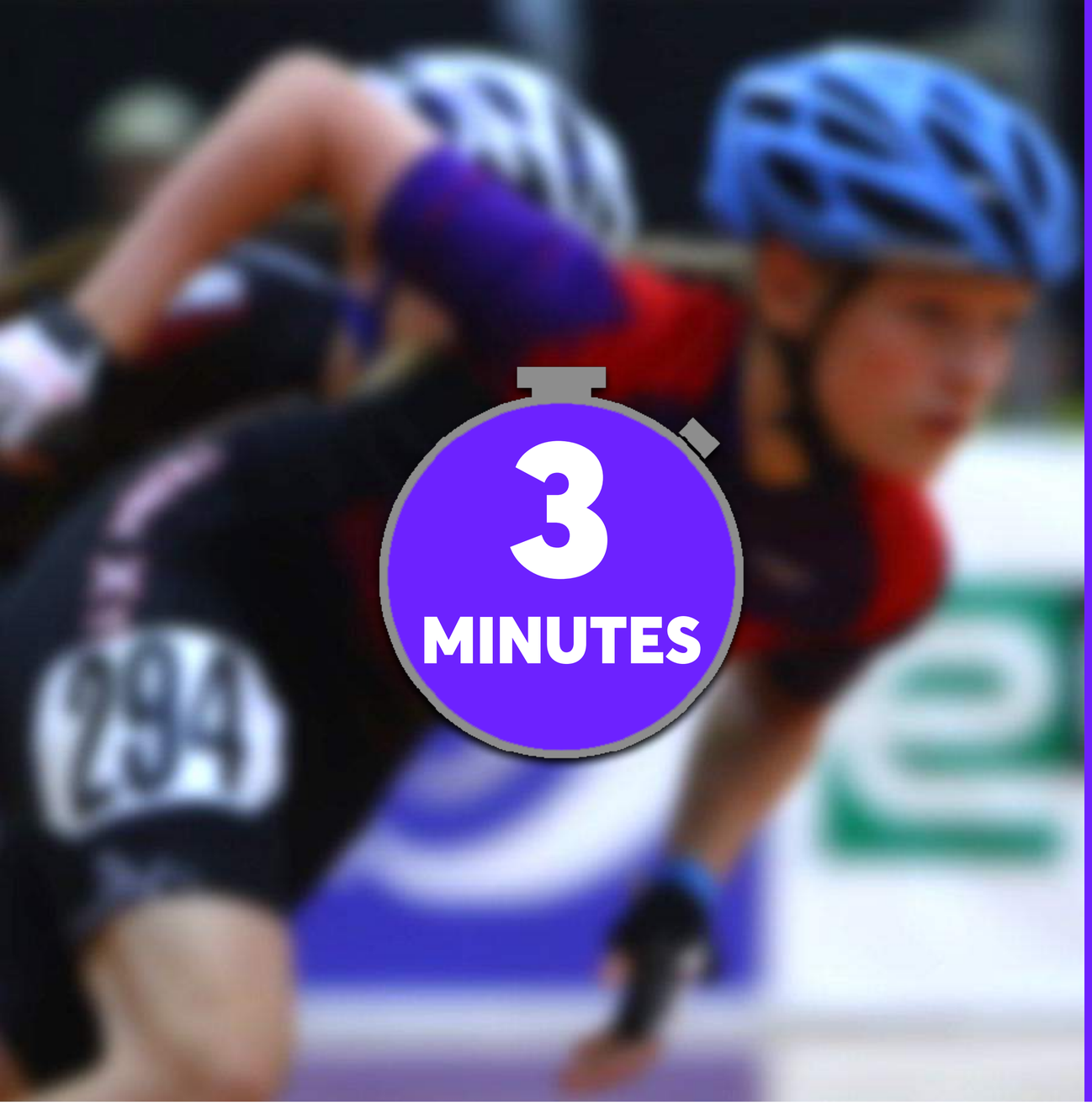
The basis of
ANY GREAT PITCH



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



They ask **Questions**



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**? (internal/external)

What **problems** do they face?

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



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

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

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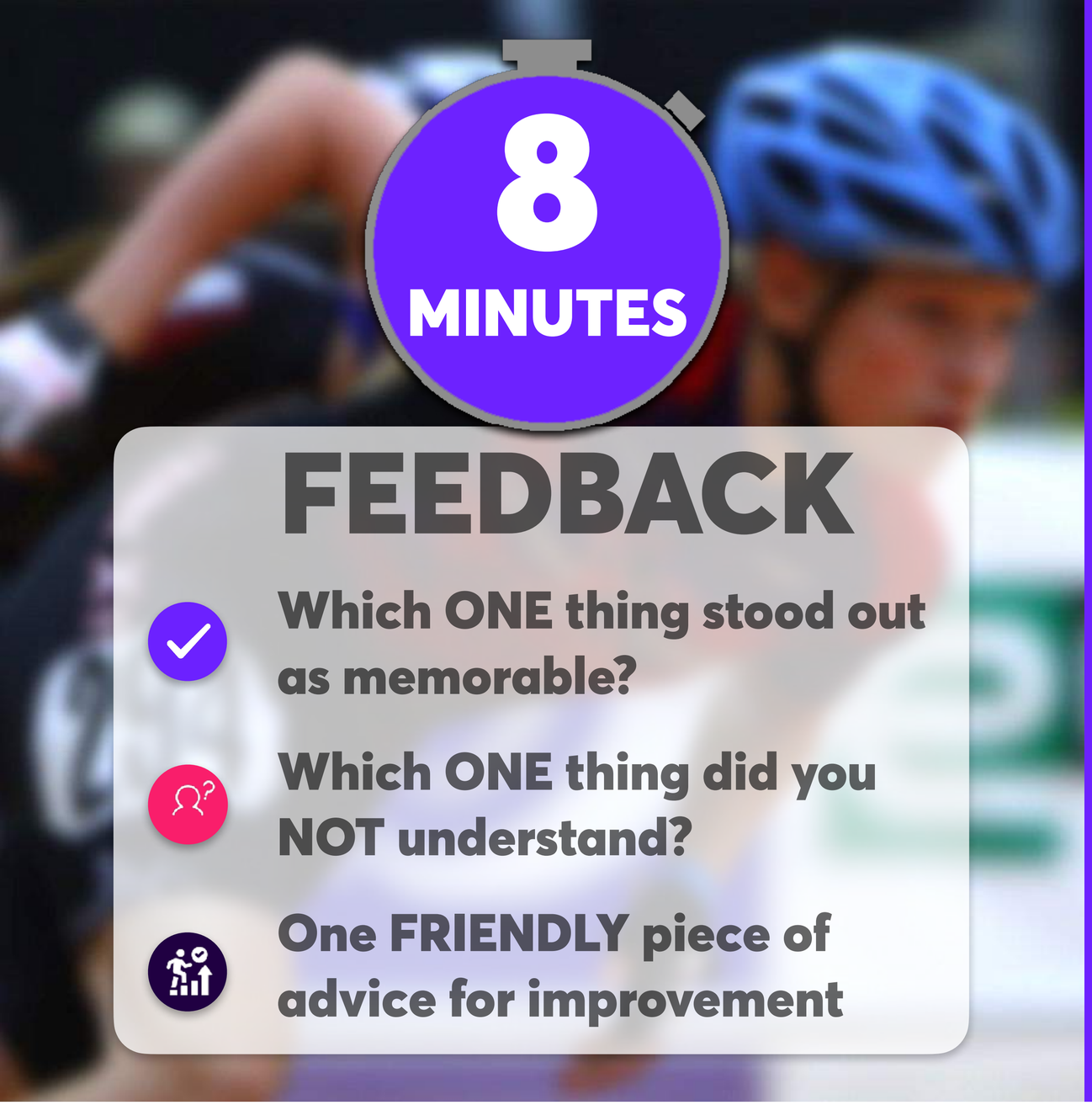


8 MINUTES

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 Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**? (internal/external)

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


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!


Answering Questions
UNDER PRESSURE



1

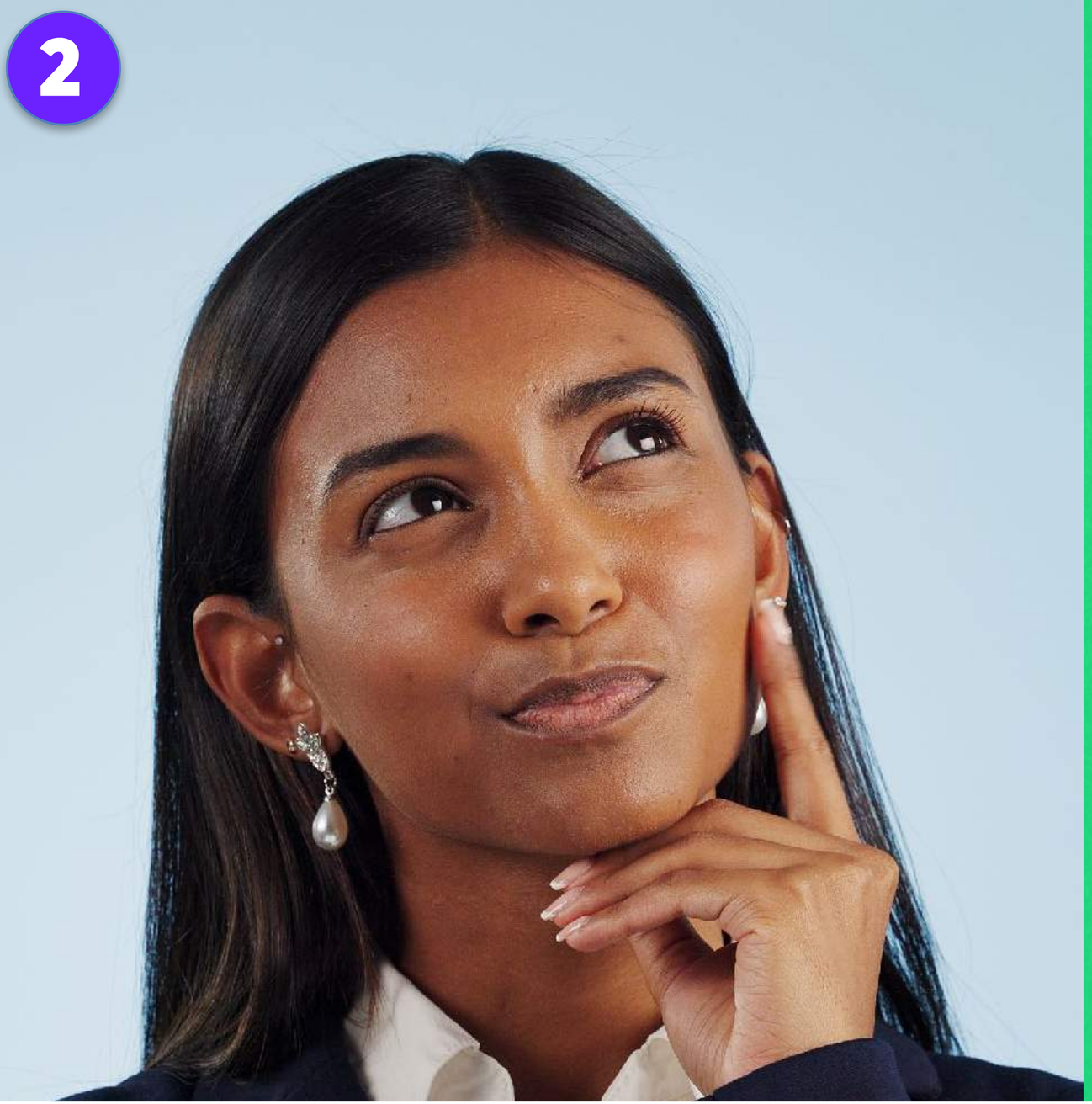
LISTEN

Listen to the **last word** of the question!

Make sure the question you **THINK** they're asking

is **REALLY** that question!

2



TAKE A MOMENT TO THINK!

Allow your brain to **process** what to say - **before** starting to speak!

Close your mouth when thinking!

3 types of answer structure
THAT REALLY WORK

3

Steps or Topics

2

Options or Viewpoints

1

Big Thing

3



BE PREPARED FOR THE WORST

Make a list of the questions you really **DON'T** want to be asked

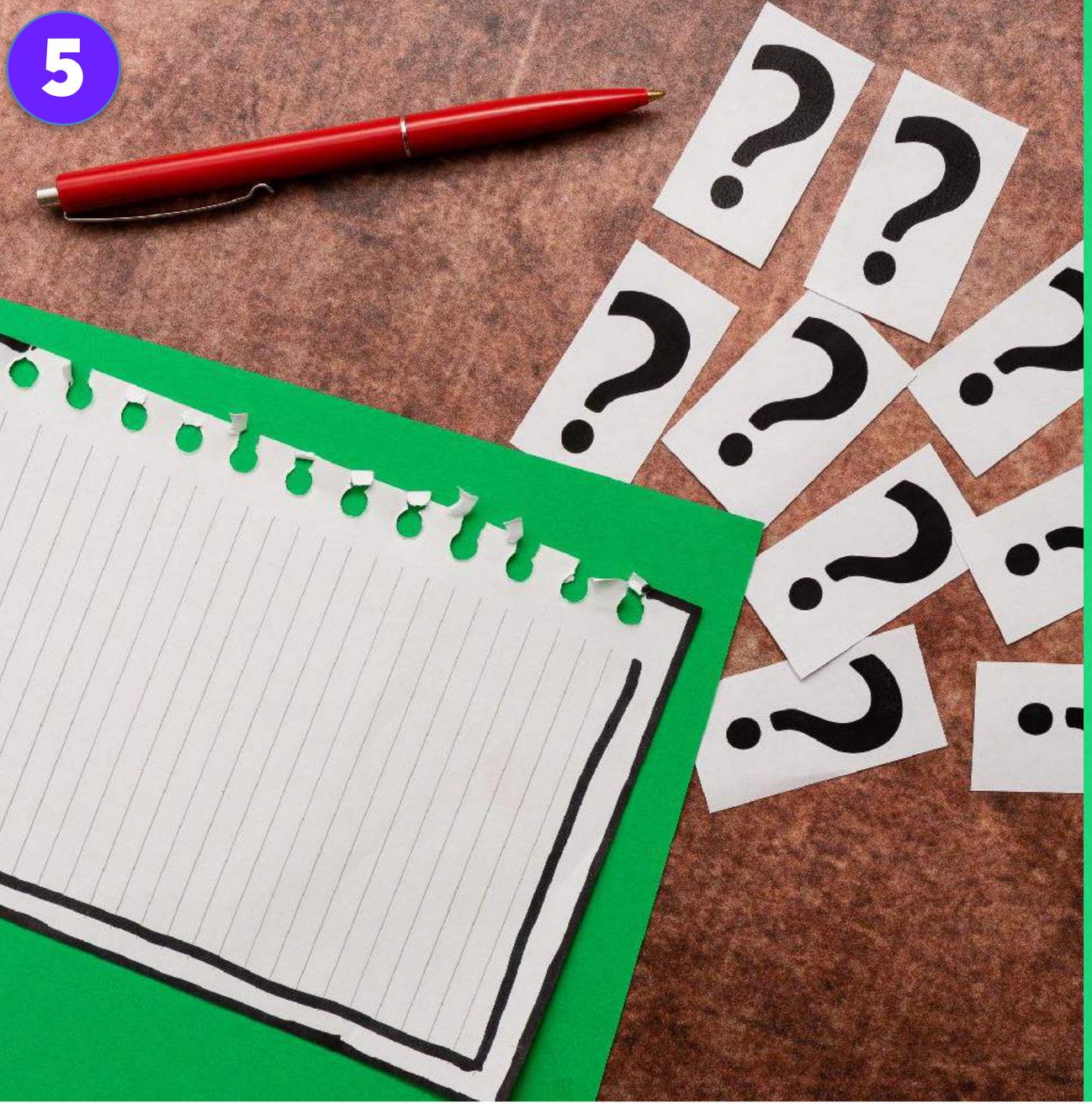
Decide on **talking points** per item

4



NEVER ARGUE!

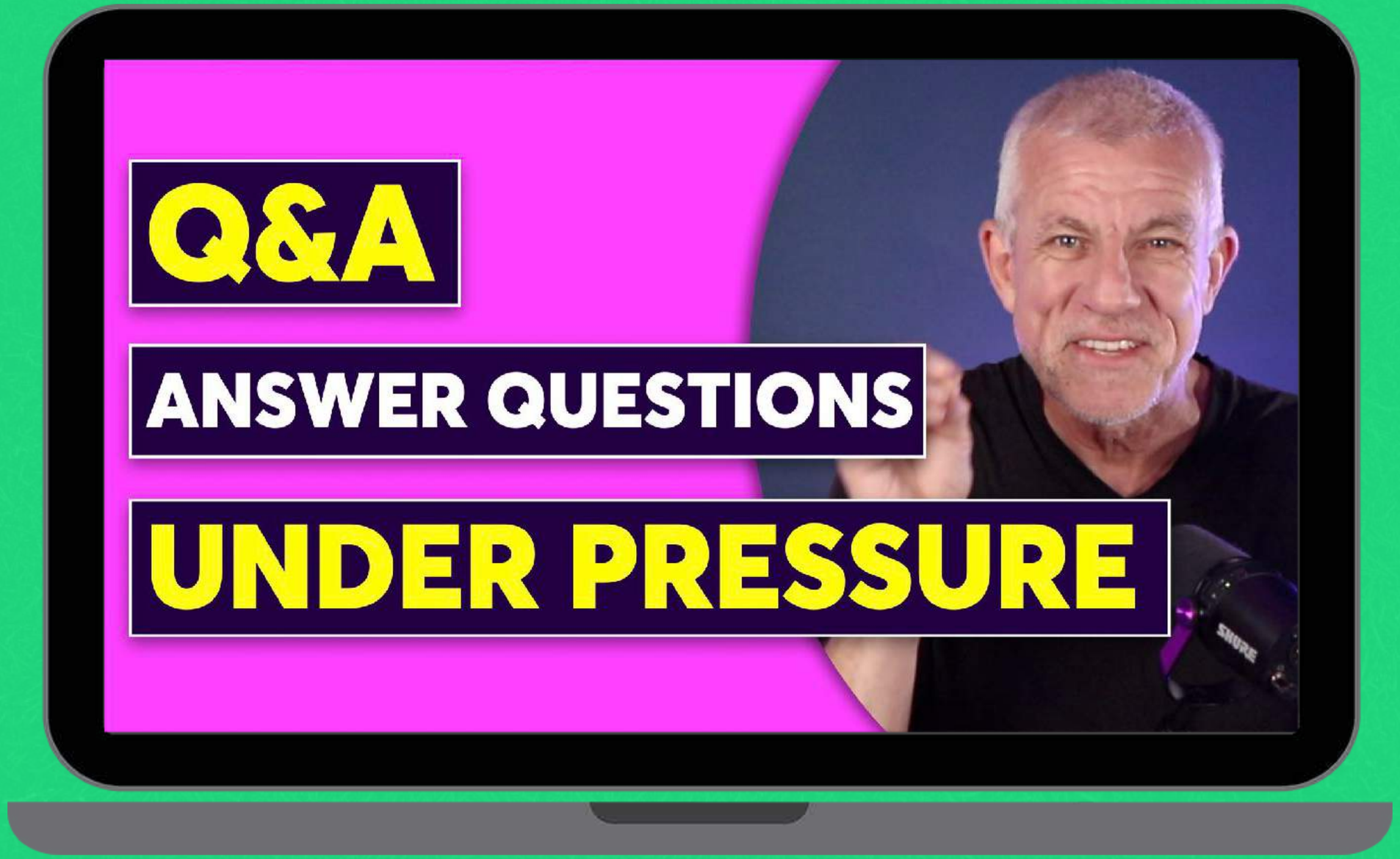
Avoid conflict where possible



LEAD THE CONVERSATION

Make a list of the questions you really **DO** want to be asked

You can **lead** towards those topics



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QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

Should you use **ANIMATION?**




The Microsoft "Live" Platform
People Network
Search Network
Ad Network
Windows Live
Office Live
LIVE
Other Experiences from Microsoft & Others
Windows
Office
XBOX
Other Software
Microsoft-based Devices
Other Devices

The basic principle **OF ANIMATION**

Ensure they **LOOK** at

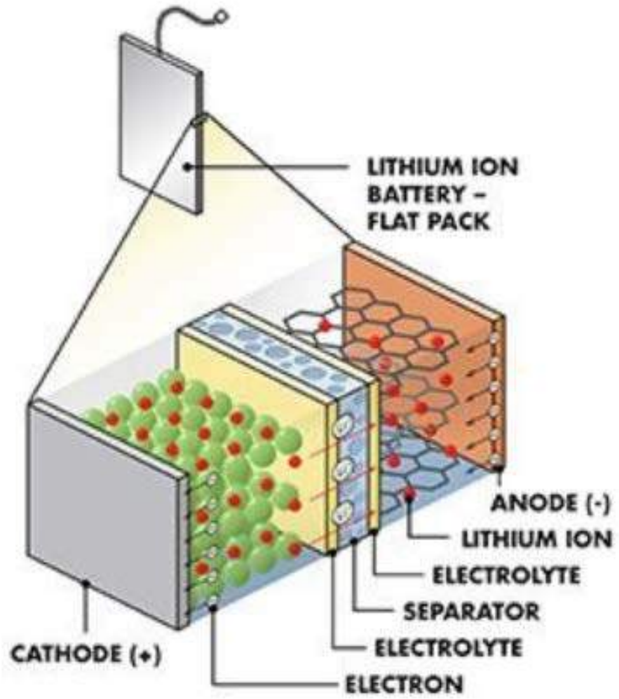
WHAT you are talking about

WHEN you are talking about it

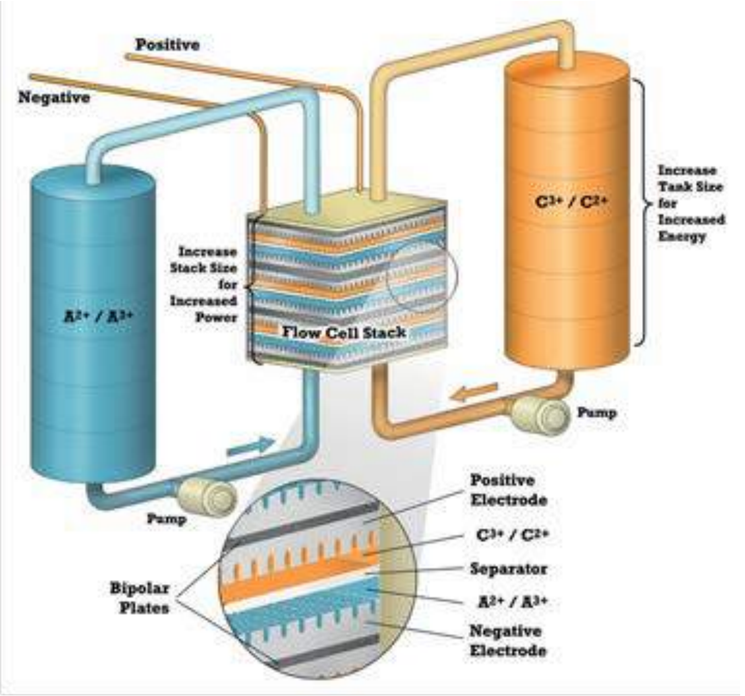
Flow Battery

- **Energy** - Increasing the amount of energy stored is just a larger tank
- **Cycle life** - deep discharge cycles, using the full capacity of the battery without damaging the system
- **Lifetime** - 10-20 year lifetime

Li ion

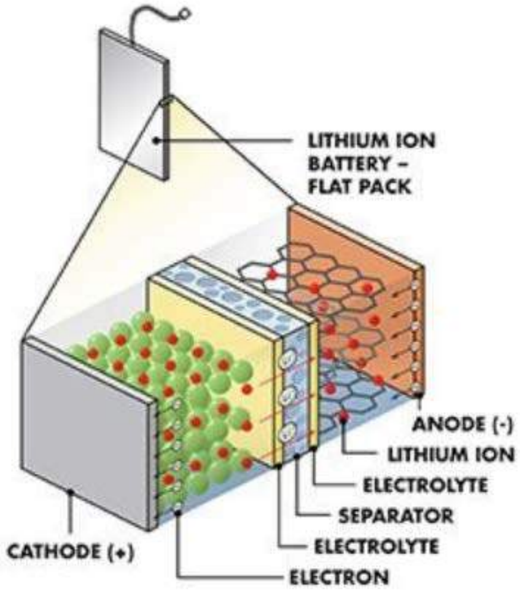


Flow



Flow Batteries have a **separate electrolyte** unit

Li ion



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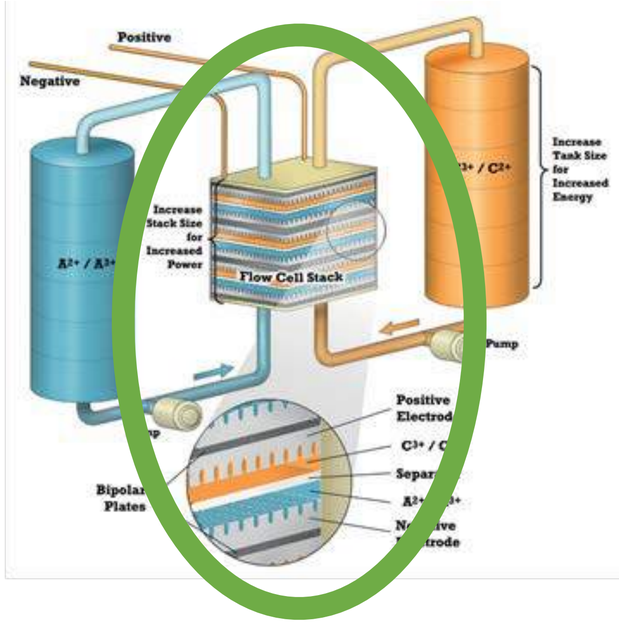

Major Benefits of
FLOW BATTERIES vs LI ION

Increases Energy Stored

Longer Cycle Life

10-20 Year Lifetime

The basic principle **OF ANIMATION**

Ensure they **LOOK** at

WHAT you are talking about

WHEN you are talking about it

STATUS OF DANONE IMPACT MONITORING (1/2)

Regenerating Together Programme
BY SAI PLATFORM



HIGH MATURITY

- Tools & methods in place
- Large geo coverage
- Good data quality

✓ Total GHG

✓ Manure CH4

MEDIUM MATURITY

Improve data quality and/or coverage (WIP)

❖ Soil health & fertility

❖ Nutrient efficiency

❖ On-farm habitat provision

❖ Increase cultivated crop and pasture diversity

LOW MATURITY

Scalable method & tools still to be defined

❑ Water use efficiency

❑ Farmers livelihoods

❑ Crop protection

DANONE
ONE PLANET. ONE HEALTH

STATUS OF DANONE IMPACT MONITORING (1/2)

Regenerating Together Programme
BY SAI PLATFORM



STATUS OF DANONE IMPACT MONITORING (1/2)

Regenerating Together Programme
BY SAILPLATFORM



✓ HIGH MATURITY

- Tools & methods in place
- Large geo coverage
- Good data quality

✓ Total GHG

✓ Manure CH4

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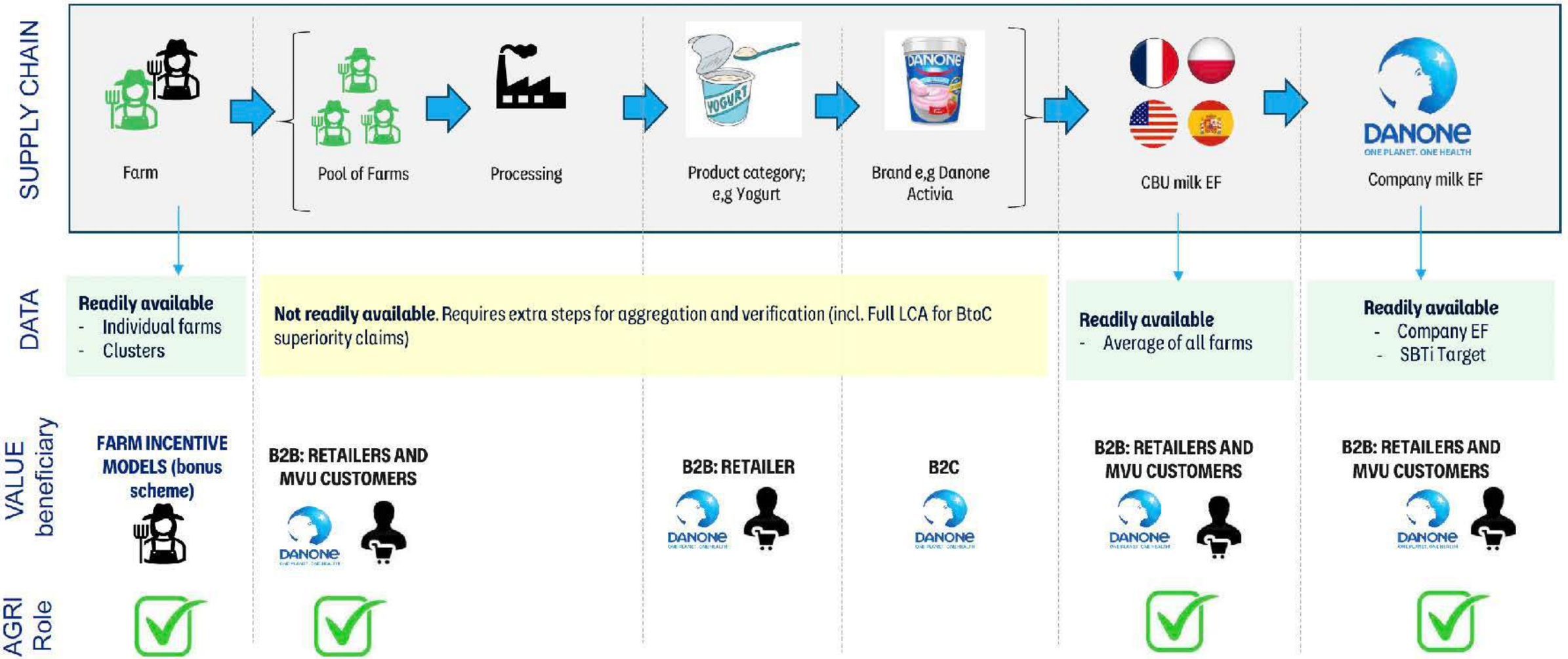
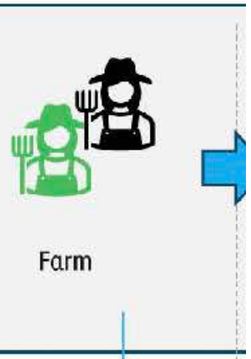
DANONE
ONE PLANET. ONE HEALTH

WHERE IN THE CHAIN IS VALUE CREATED



WHERE IN THE CHAIN IS VALUE CREATED

SUPPLY CHAIN



DATA

Readily available
- Individual farms
- Clusters

VALUE beneficiary

FARM INCENTIVE MODELS (bonus scheme)



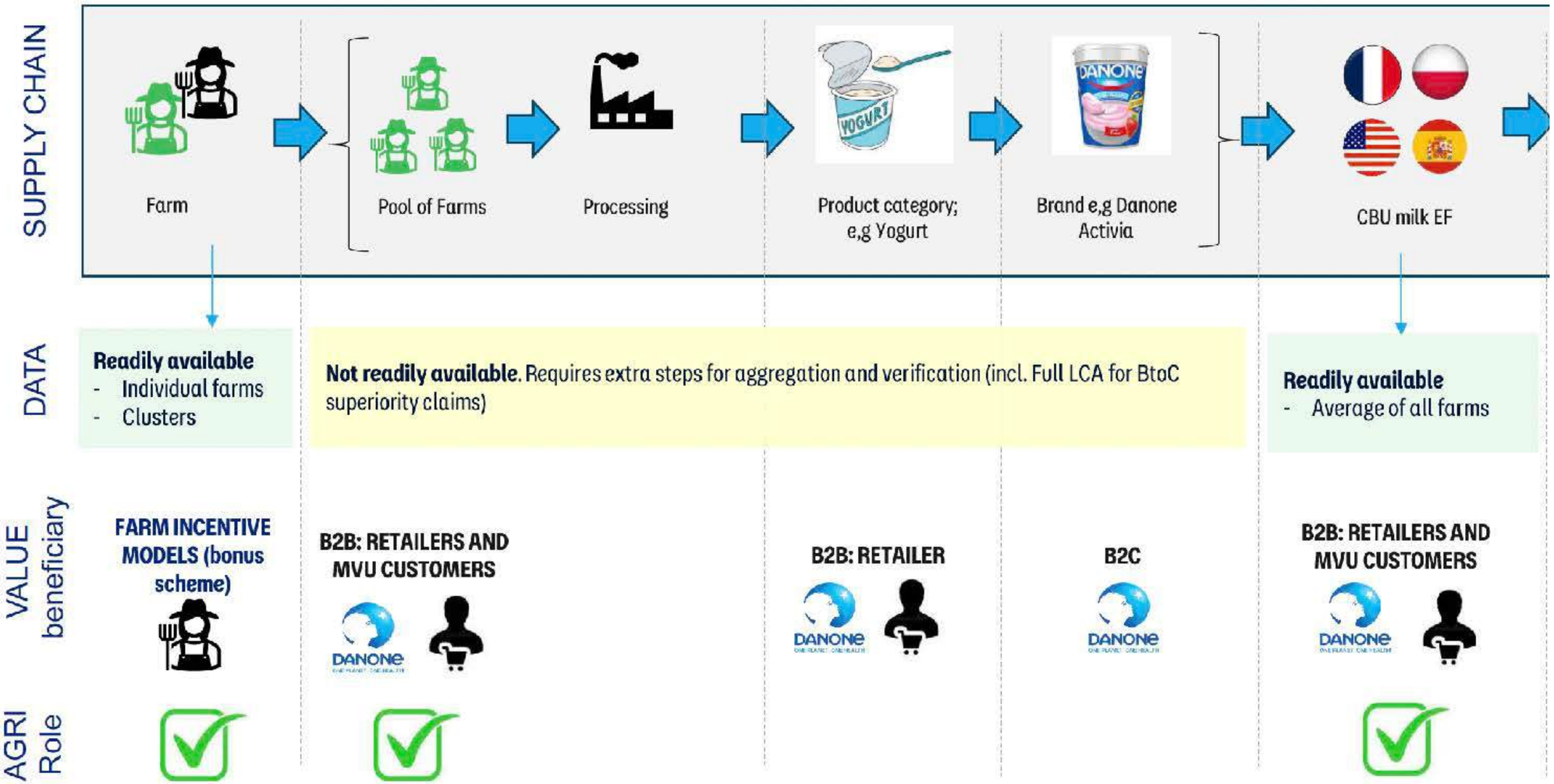
AGRI Role



WHERE IN THE CHAIN IS VALUE CREATED

	Farm	Pool of Farms	Processing	Product category; e,g Yogurt	Brand e,g Danone Activia
SUPPLY CHAIN					
DATA	**Readily available** - Individual farms - Clusters	**Not readily available.** Requires extra steps for aggregation and verification (incl. Full LCA for BtoC superiority claims)			
VALUE beneficiary	**FARM INCENTIVE MODELS (bonus scheme)** 	**B2B: RETAILERS AND MVU CUSTOMERS** 		**B2B: RETAILER** 	**B2C** 
AGRI Role					

WHERE IN THE CHAIN IS VALUE CREATED



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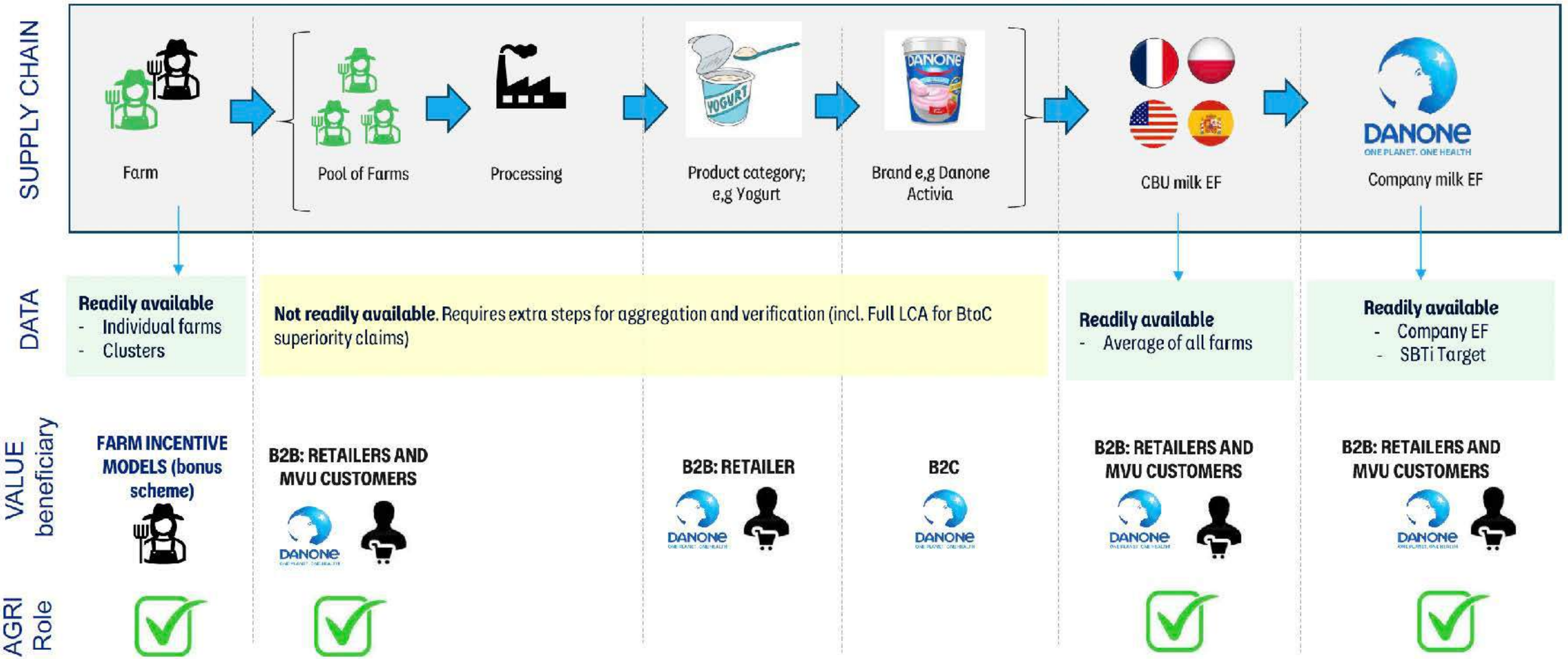


BEYOND REDUCING EMISSIONS, MANURE HOLDS SIGNIFICANT VALUE, WITH VARIOUS PLAYERS ACTIVELY EXPLORING WAYS TO EXTRACT ITS BENEFITS

If Danone does not get seriously involved, the market will step in to make money from 'our' manure

From Milk
(1.49€ value p/l*)

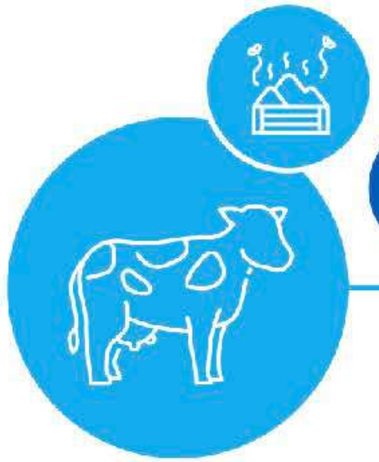
*sales value at retailer (Albert Heijn)



To Actimel
(6.24€ value p/l*)

*sales value at retailer (Albert Heijn)

From manure
(3.35€ /m3)



MANURE PRODUCTION
1 cow produces approximately 22m3 of liquid slurry per year (60 litres per day)

x5 → **NATURAL GAS:** 18,20€ p/m3

x4 → **NUTRIENTS, ORGANIC MATTER & WATER:** 12,9€ p/m3

x15 → **CARBON CREDITS:** 50€ p/m3

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VANGUARD RENEWABLES

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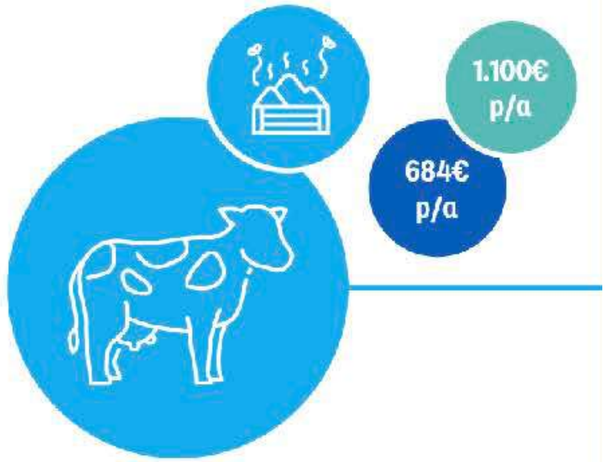

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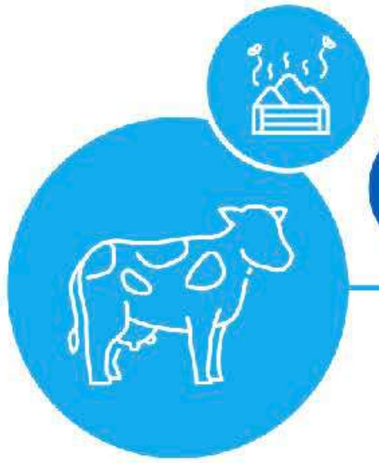

1.100€ p/a

684€ p/a

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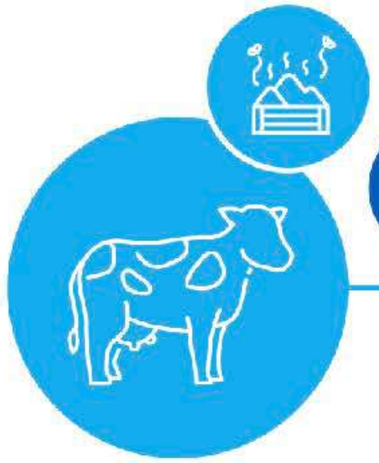

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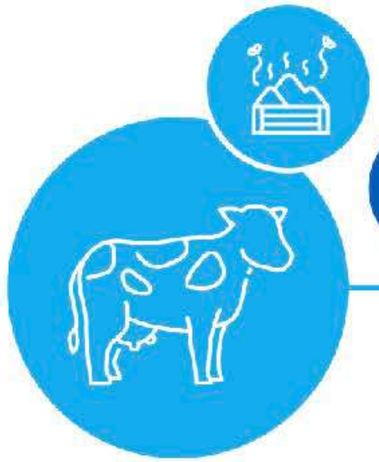

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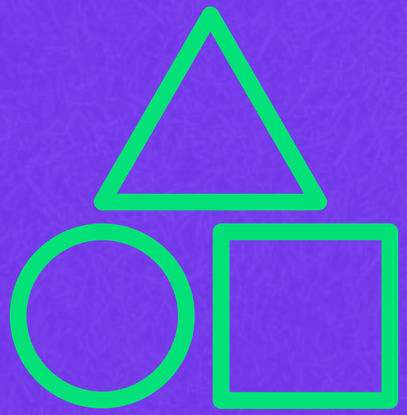
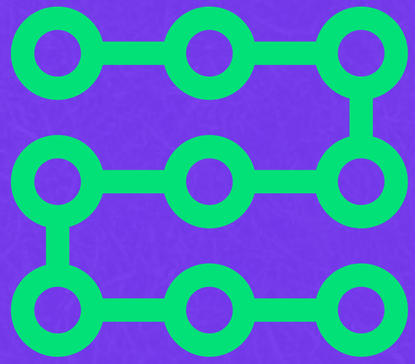
Presentation
ANIMATION



INTENTIONAL



SIMPLE



CONSISTENT

Pitch tools and

RESOURCES







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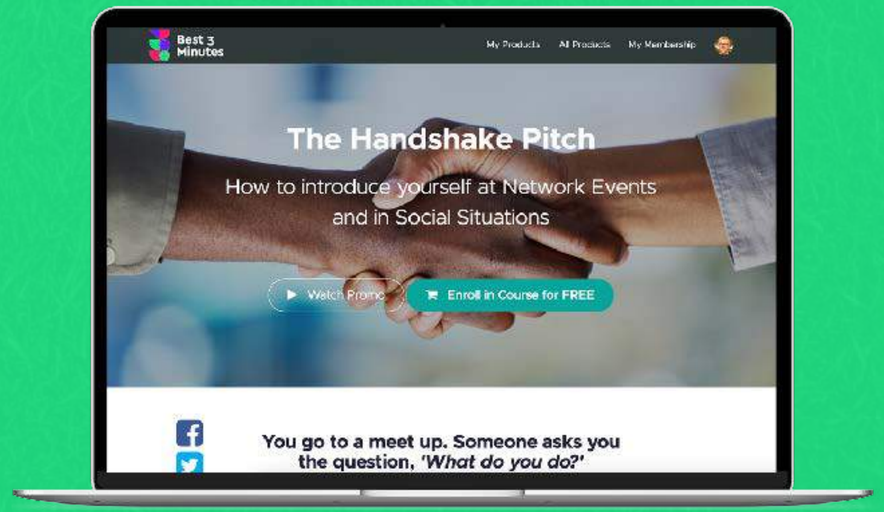

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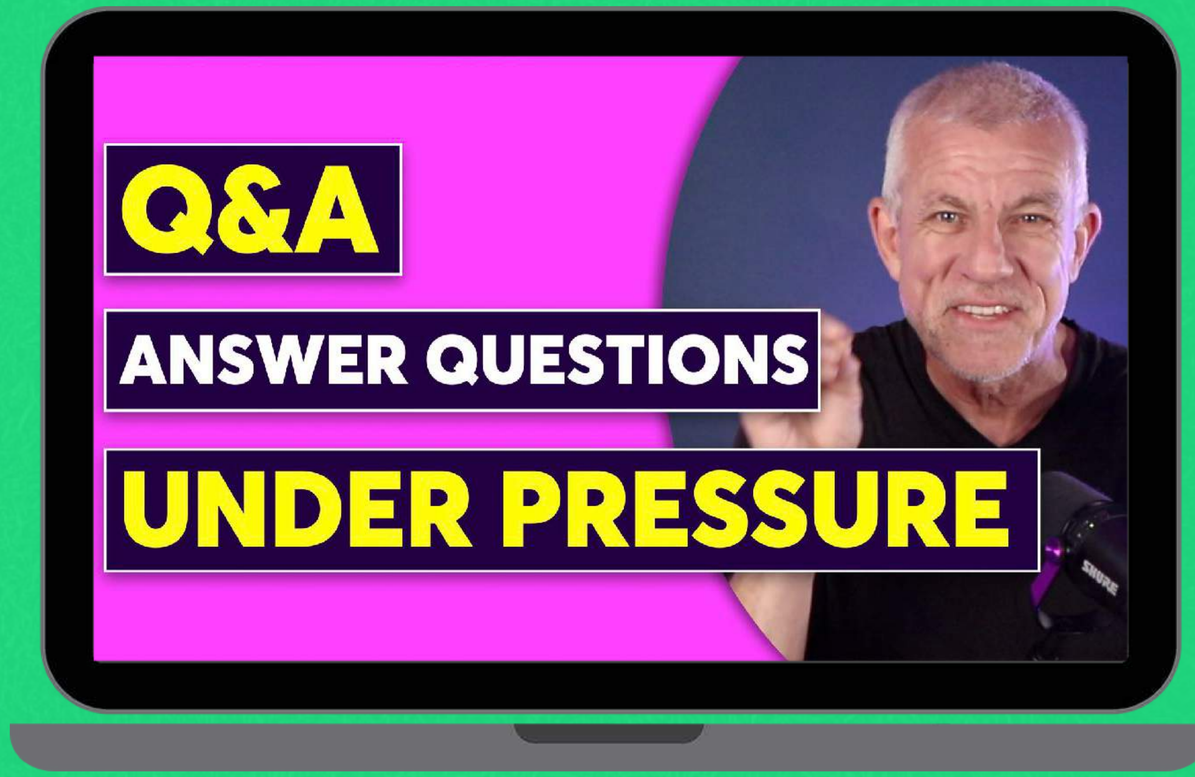
Podcast



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David Beckett

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