

Pitch Coach
Creator of The Pitch Canvas©
Author: 'Pitch To Win'

David Beckett

best3minutes.com

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE

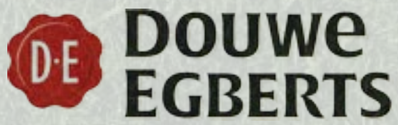








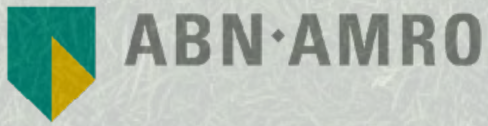

















We are all trying to
CONVINCE BUSY PEOPLE


GREAT IDEAS
NEED A VOICE



THE PLAN

Workshop 1 hr 30mins:
The Tools to communicate with **confidence** and **clarity**

1. Content & Structure

2. How to tell it

Tools from me

Discussion with you about **real situations** you face



THE GOAL

You're able to communicate in meetings and presentations in a way that is;

Clear

Measured

Decisive

Direct

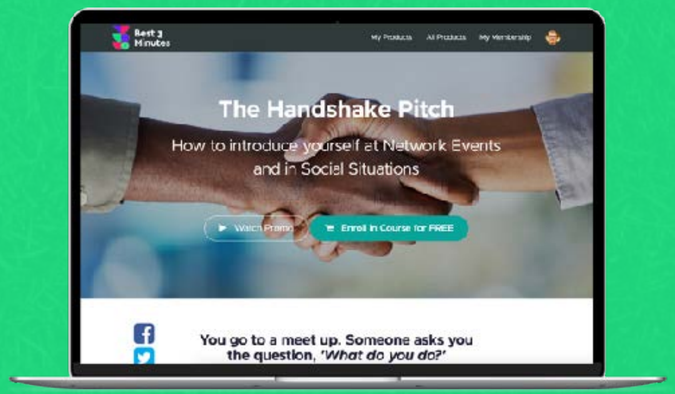
You will receive the

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME

3 first steps to become

Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Managing Nerves

Most important thing about
any communication is…



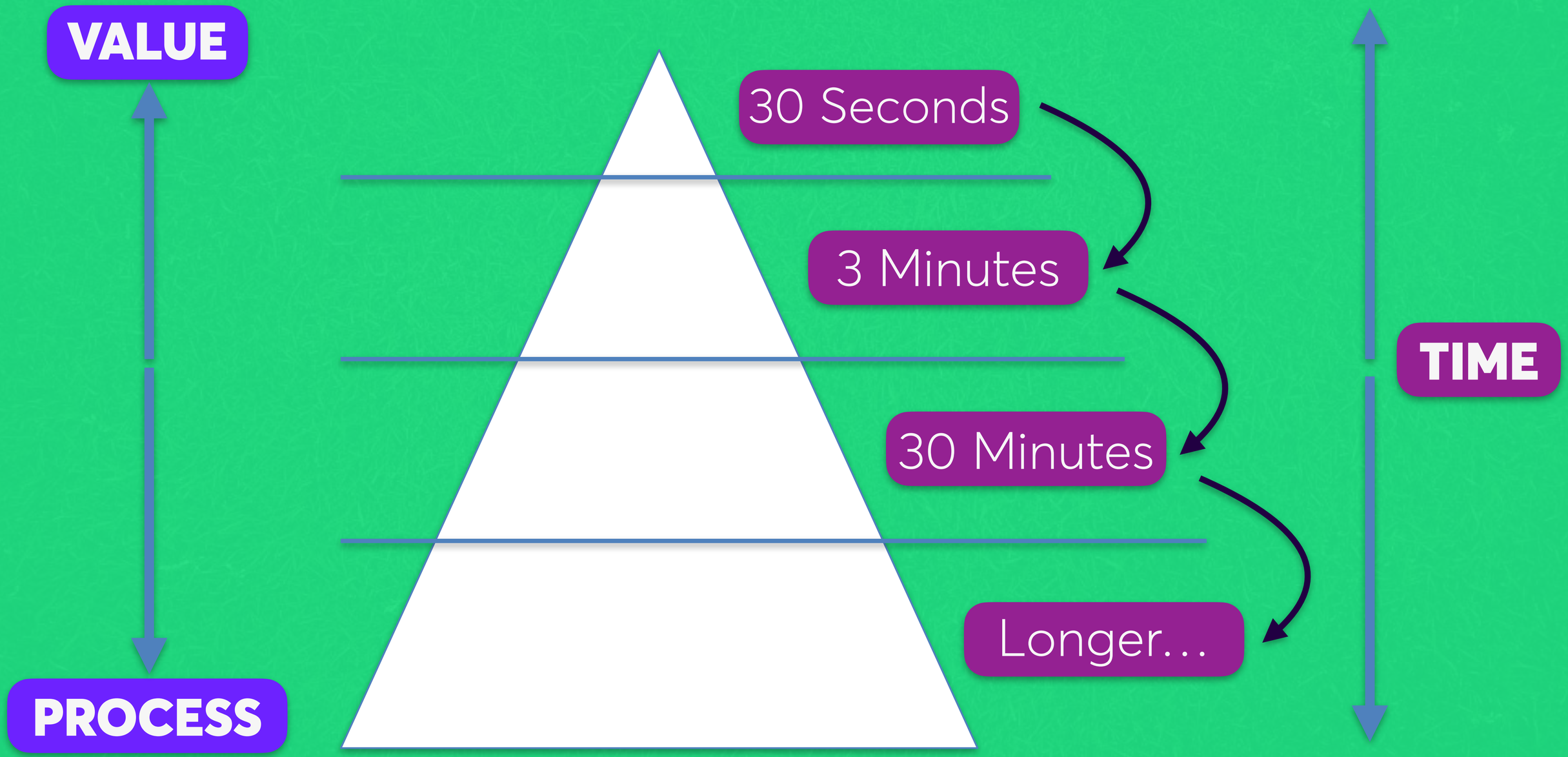
WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they **KNOW**? (Technical Level)

But almost as important…

The Content We Tell Depends On Time Available



VALUE



What **problem** we solve

Who has the problem

The **improvement** delivered

PROCESS



How we do it

The **process**, **tools** and **technology** we use to deliver the Value



VALUE FIRST PROCESS NEXT

In most cases, our goal is to get the audience to say or think:

"Wow, that's amazing. **HOW** do you do that?"

(except when process is specifically **requested**)

Quantifying and
being **Specific** instead of general
builds **Credibility**

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

"Many companies experience data hacks"

"There is too much energy inefficiency"

"**XK** companies had data hacks in the **last 3 years**"

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

Structuring content helps
build **credibility**;
gives you a **framework**;
helps the audience **follow** your message

3 first steps to become

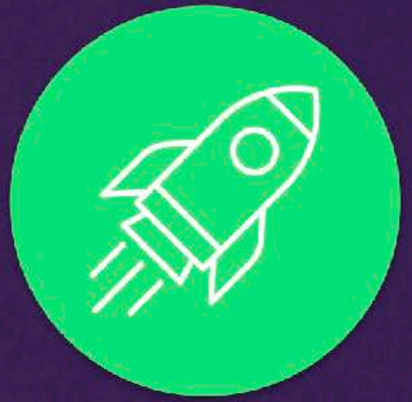
Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Mindset & Nerves

Best 3 Minutes

best3minutes.com

3 types of structure
THAT REALLY WORK

3

Steps or Topics

2

Options or Viewpoints

1

Big Thing

Also works really well in Q&A

3 first steps to become

Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Managing Nerves


You have a big impact
WITH YOUR VOICE

A story from a recent client





The **No.1** Reason why
PEOPLE GET CONFUSED


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information




Give some **AIR** around
THE IMPORTANT POINTS

How to **test** if you are doing it right?



Best way to improve **VOICE?**

FILM YOURSELF PITCHING


The **No.1** Reason why our
MESSAGE LOSES IMPACT?

Well, it's, um, like, the issue of, er,
what you often hear, I mean,
with people, like, telling things,
you know, with, um, a lot of, like,

FILL WORDS

So why do Fill Words **matter?**


The **No.1** Reason why our
MESSAGE LOSES IMPACT!

3 Steps to

REDUCING FILL WORDS



Analyse & Identify

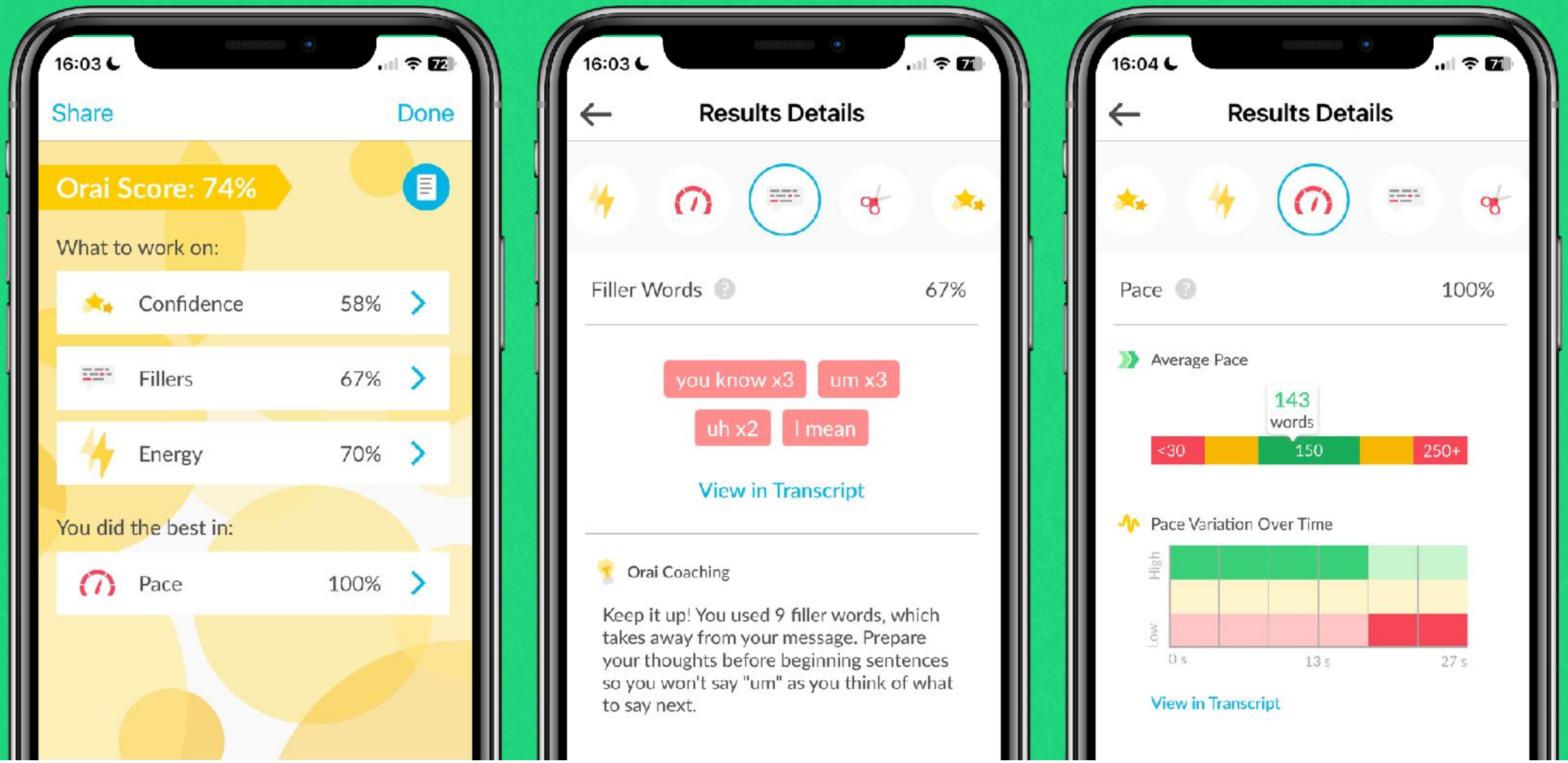


Focus on Silence



Practice & Record

A great tool - ORAI APP



Reduce/Cut out
FILLS & HEDGES

Um, Er, Ah
Like
Kinda
Of course
You know
Obviously
Sortta
So

In my opinion
Basically
Trying to
Hoping to
I believe
I guess
Generally
About

3 Steps to

REDUCING FILL WORDS



Analyse & Identify



Focus on Silence



Practice & Record

3 Steps to
REDUCING FILL WORDS



Analyse & Identify

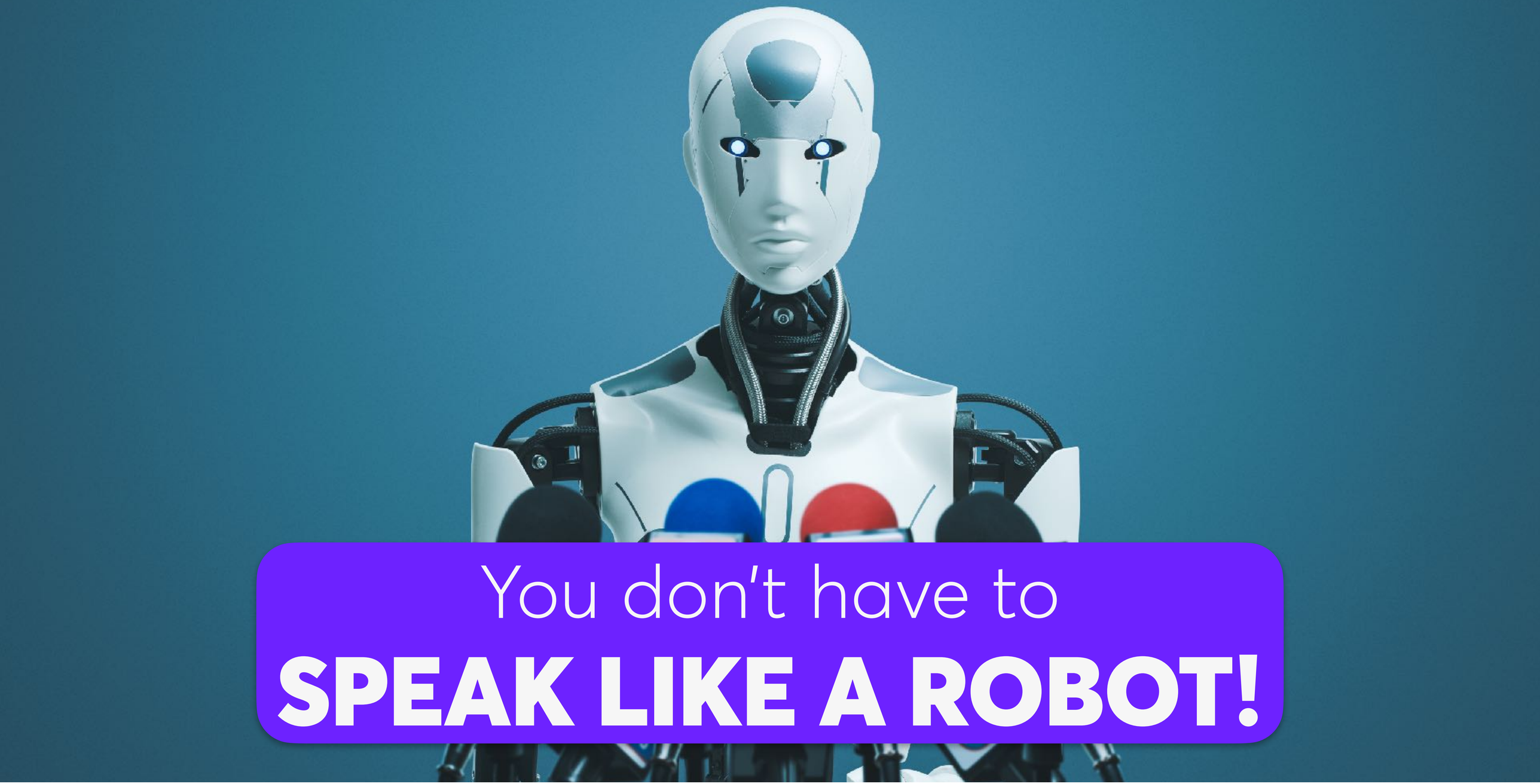


Focus on Silence



Practice & Record

REPEAT THE WHOLE PROCESS!


You don't have to
SPEAK LIKE A ROBOT!



The **No.1** way to
RESET AUDIENCE ATTENTION?



Raise a Rhetorical Question

(A question you answer yourself)

Statement versus

RHETORICAL QUESTION

That's the problem, here's the solution we propose...

That's the problem: what's the solution we propose?

Statement versus **RHETORICAL QUESTION**

That's the problem, here's the solution we propose…

That's the problem: what's the solution we propose?


I WAS ALSO WATCHING
THE OLYMPICS



How to have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

"Antony said that his boss did not commit a **fraudulent** act."


THE OLD VIC
AMP SIEGFRIED

Simon Adams Memorial, 22 October 2021 - David Beckett 3 Minutes talk.

Simon was one of the cool kids at school, and – believe it or not – a bit scary from a distance. Spiky hair, pithy comments and red shoes. Up close, I got to know him as an incredibly smart, slightly vulnerable and very supportive person.

We became close friends at 17 on an ill fated school trip to Normandy, where our favourite English Lit teacher went bonkers, got hammered and spent the week swearing at the kids. Simon and I spent endless hours during the trip and long summer days after, analysing this bizarre experience. We moved on to sharing music tastes, ambitions to go to Oxford and Cambridge, and he even popped round for a couple of Friday Night Dinners with my family…

Simon's creative talent got its first real spotlight the following winter, as co-producer and star of the school show, A Christmas Turkey, including a truly hilarious set of Not The Nine O'Clock News-inspired sketches.

Simon took Theatre Studies A level, and I went along with the group to watch shows at The Barbican, The National, and a rather beautiful theatre called The Old Vic. The RSC was the holy grail – Shakespeare the ultimate. Yet as his close friend and co-performer Nick White mentioned when he heard of Simon's passing, 'We thought we were going to be the next Rowan, Griff, Mel, Rik, Ade…' and that fascination with visceral comedy went hand in hand with loftier literary interests.

Simon was an enigma. He was never openly rebellious, yet a picture of him in strict school

Simon Adams Memorial, 22 October 2021 - David Beckett 3 Minutes talk.

Simon was one of the **cool kids** at school, and – believe it or not – **a bit scary from** a **distance**. **Spiky** hair, **pithy** comments and **red** shoes. **Up close**, I got to know him as an incredibly **smart**, slightly **vulnerable** and very **supportive** person.

We became **close friends** at 17 on an **ill fated** school trip to Normandy, where our favourite **English Lit** teacher went **bonkers**, got **hammered** and spent the week **swearing** at the kids. Simon and I spent **endless** hours **during** the trip and **long summer days after**, **analysing** this **bizarre** experience. We moved on to sharing **music tastes,** ambitions to go to **Oxford and Cambridge**, and he even **popped round** for a couple of **Friday Night Dinners** with my family…

Simon's **creative talent** got its first real **spotlight** the following winter, as **co-producer** and **star** of the school show, **A Christmas Turkey,** including a truly **hilarious** set of **Not The Nine O'Clock News**-inspired sketches.

Simon took **Theatre Studies A level,** and I went along **with the group** to watch shows at The **Barbican**, The **National**, and a **rather beautiful** theatre called **The Old Vic.** The **RSC** was the **holy grail** – Shakespeare the **ultimate**. Yet as his **close friend** and co-performer **Nick White** mentioned when he heard of Simon's passing, 'We thought we were going to be the next **Rowan, Griff, Mel, Rik, Ade**…' and that **fascination** with **visceral comedy** went hand in hand with **loftier literary** interests.


Say your key messages
OUT LOUD, IN ADVANCE



To improve body language and voice

FILM YOURSELF PITCHING

3 first steps to become

Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Managing Nerves


KEEP
CALM
AND
PITCH

1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN





Check her TED talk at **TED.com** (just search for **Amy Cuddy**)

3. Just...

BREATHE

Pitch tools and **RESOURCES**





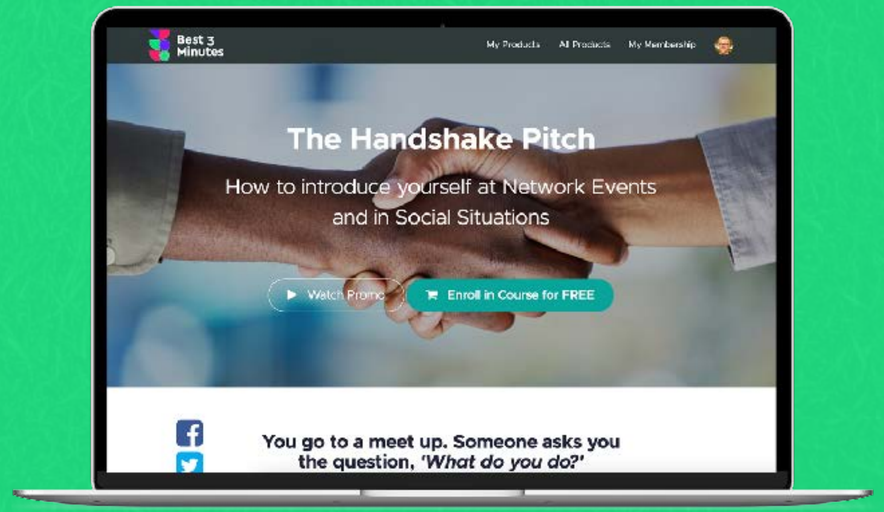


best3minutes.com/trase26









best3minutes.com/trase26

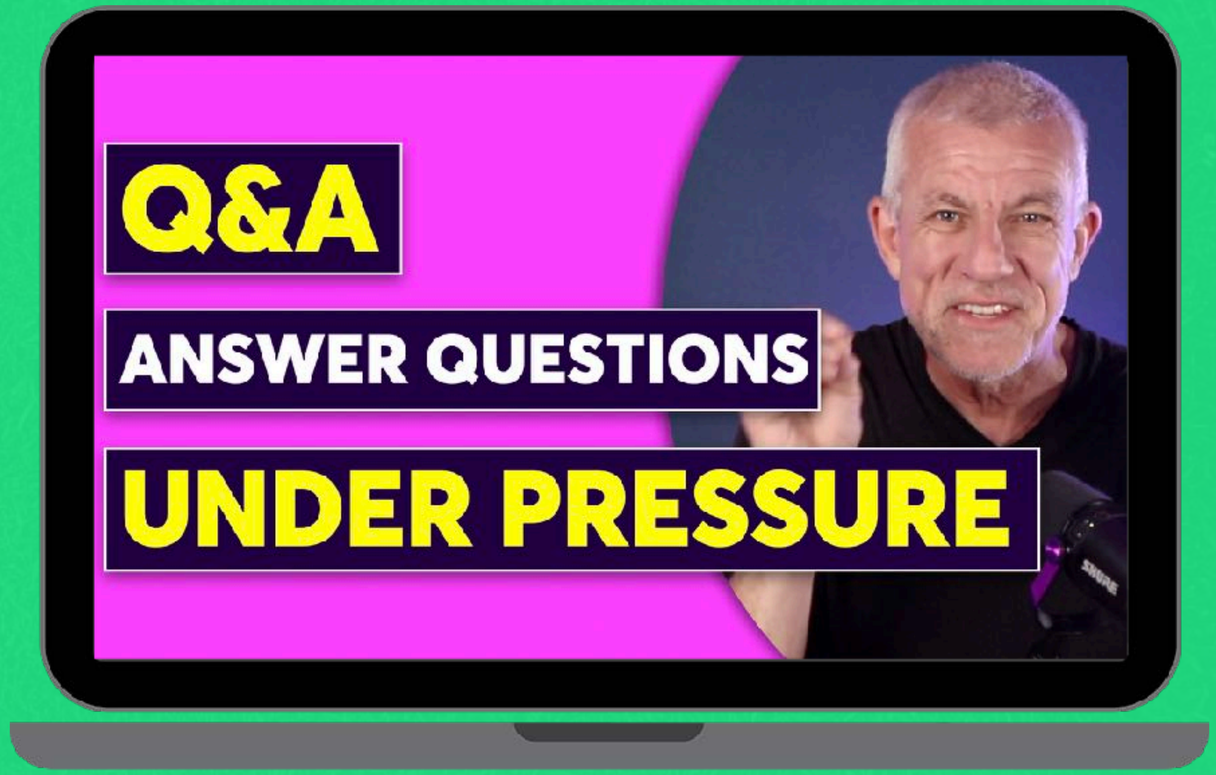








Podcast



YouTube Videos

best3minutes.com/trase26



David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/trase26


TED
NewYork