

# Pitch To **Leadership** Workshop

**Onsite or Online - 3 hours**





Length adaptable depending on schedules

With David Beckett,  
creator of Best3Minutes



## THE CHALLENGE

### Leaders are Busy!

-  They have **limited time** to listen to proposals & project updates: often as little as 10 minutes
-  They need **clarity** on the **value** being proposed, not every detail of process to get there
-  They want to ask **questions** on **specific details** **they** find relevant - not have all details presented at length, losing time.
-  Presenters often come with the right content - but **buried in over-detailed slides**, containing too much information, taking too long.

## THE RESULT

**Clarity is missing.**








**Meetings over-run.**

**Decisions are delayed.**

**Frustration all round!**

## THIS WORKSHOP RESOLVES THE CHALLENGE

### Adapting the Message to the Audience & Time

-  The **6 key topics** leadership want to know about, for them to understand clearly the **value**
-  Content: **Balancing** Presentation (broadcast) with Q&A (interaction)
-  How to prepare a **shorter** opening presentation, highlighting the **key topics**
-  How to prepare for the **Q&A**: being able to answer questions **under pressure**
-  Using **data** to **clarify**, not confuse: focusing on **conclusions**, rather than raw data
-  Ensuring the meeting finishes **on time**, with conclusions and **next steps** agreed
-  **Practical exercises** are done in the workshop to put these tools **into action**

### Ensuring Real Life Application

**Discussion** is encouraged throughout the workshop to address **real work situations** that attendees experience.

In past workshops, this has proven **highly valuable**, since often specific formats are requested by Leadership.

**Proven frameworks** are provided and recommendations made **based on the discussion** during the workshop. **Clarity** in daily work is the goal!

See next page for more details

# Pitch To Leadership Workshop

Onsite or Online - 3 hours

Length adaptable depending on schedules

With David Beckett,  
creator of Best3Minutes



## WHY CAN DAVID BECKETT HELP RESOLVE THIS CHALLENGE?

### Corporate and Startup pitching experience

Working for **Canon** across **16 years** - starting as a Marketing Assistant and rising to **Country Director** - I sat on both sides of the table! Both pitching to leadership, and being pitched to as a leader.

Over the past 13 years, I've trained **3000+ startups**, and **40,000+ professionals** at global organisations, in 33 countries. I've delivered **1300+ workshops** to guide them in telling a **long story short**, so they can **pitch successfully to busy people**.

This workshop brings these two deep communication experiences into one powerful, practical workshop, which will **save hundreds of hours of time**, both for leadership, and for those presenting.



16 year career at **Canon**



13 years as a Pitch Coach

## Clients who trust David's workshops

AIRFRANCE KLM GROUP



pwc

SHIMANO



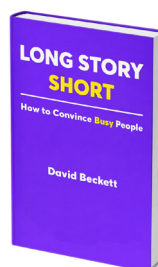
EY

Rabobank

Click [here](#) to read what previous customers say: [best3minutes.com/testimonials](https://best3minutes.com/testimonials)

Suitable for various departments, including:  
HR, IT, Legal, Supply Chain, Finance, Product Management, Marketing, etc.

The tools shared in this workshop form the basis of my new book, to be launched in 2026.



W [best3minutes.com](https://best3minutes.com)  
You [YouTube](https://youtube.com/c/davidbeckett)

E [david.beckett@best3minutes.com](mailto:david.beckett@best3minutes.com)  
in [linkedin.com/in/davidbeckettpresentationcoach](https://linkedin.com/in/davidbeckettpresentationcoach)

Best 3 Minutes

# Pitch To Leadership Workshop

**Onsite or Online - 3 hours**

Length adaptable depending on schedules

With David Beckett,  
creator of Best3Minutes



## STEP BY STEP PLAN OF THE WORKSHOP

- ✓ David Beckett intro
- ✓ Quick pitch exercise - clarifying the importance of adapting to the Audience, and having a clear Objective for the pitch
- ✓ What goes wrong in the first two minutes of a pitch meeting
- ✓ How to fix it: deliver messages about the key topics that match Leadership's interests first: offer detail on process on request.
- ✓ Meeting structure: 1. Short presentation, 2. Q&A, 3. Next Steps
- ✓ How to stay on time - the most useful tool to manage time
- ✓ Asking for resources: adapt the ask to the way Leadership think
- ✓ Practical exercise: Build a short pitch, based on a real meeting that will happen in the coming weeks
- ✓ Test the pitch with others, receiving feedback
- ✓ How to answer questions under pressure: listening, pausing, structuring answers logically
- ✓ How to present data: avoid confusing, and clarify by focusing on conclusions, not raw data
- ✓ Adapting slides to the limited time available in the initial short presentation
- ✓ Note: discussion on real work situations is encouraged at all times.

*Optional modules: more focus on Slide Design, Body Language, Voice, specifics of Online Presenting. Depending on the goals of the team, time available and size of group, I adapt the content to ensure the team's goals are met.*

Contact David to arrange a call:  
[david.beckett@best3minutes.com](mailto:david.beckett@best3minutes.com)