

Pitch Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **42,000+** Professionals

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We are all trying to
CONVINCE BUSY PEOPLE



THE PLAN

Workshop 1 hr 30mins:

The Tools to create a **clear** and **professional** pitch

Follow up:
Team coaching sessions
to support you in
developing your presentation



THE GOAL

Deliver a **12-Minute pitch**
of your work,
and why your proposition
matters to **HERE**.

Prepare for an
8 minute Q&A session


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy
David Beckett
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Best 3 Minutes


5
Steps to Preparing your Winning Pitch
5
5


DAVID BECKETT
PITCH TO WIN
THE TOOLS THAT HELP STARTUPS AND CORPORATE INNOVATION TEAMS SCRIPT, DESIGN, AND DELIVER WINNING PITCHES
DAVID BECKETT


THE POWER OF THREE
YouTube


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Hmm…
sounds good but…
I **don't think** that **works**
in **real life**…




I have a
QUESTION FOR YOU

How **far** are you with your presentation?

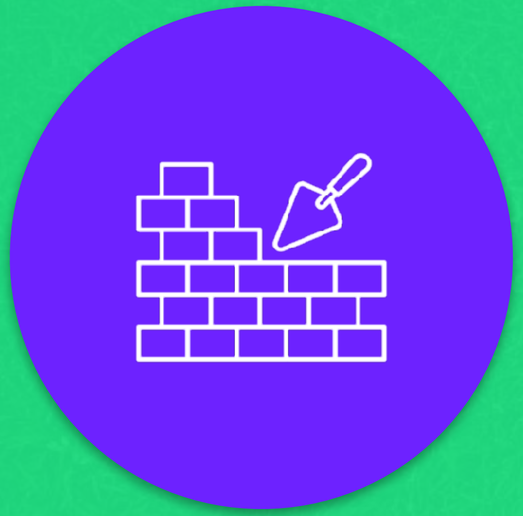
Type in the chat;

1 = Haven't started

2 = Started, some rough ideas

3 = Close to finished/Finished!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch



PITCH



Q&A

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**

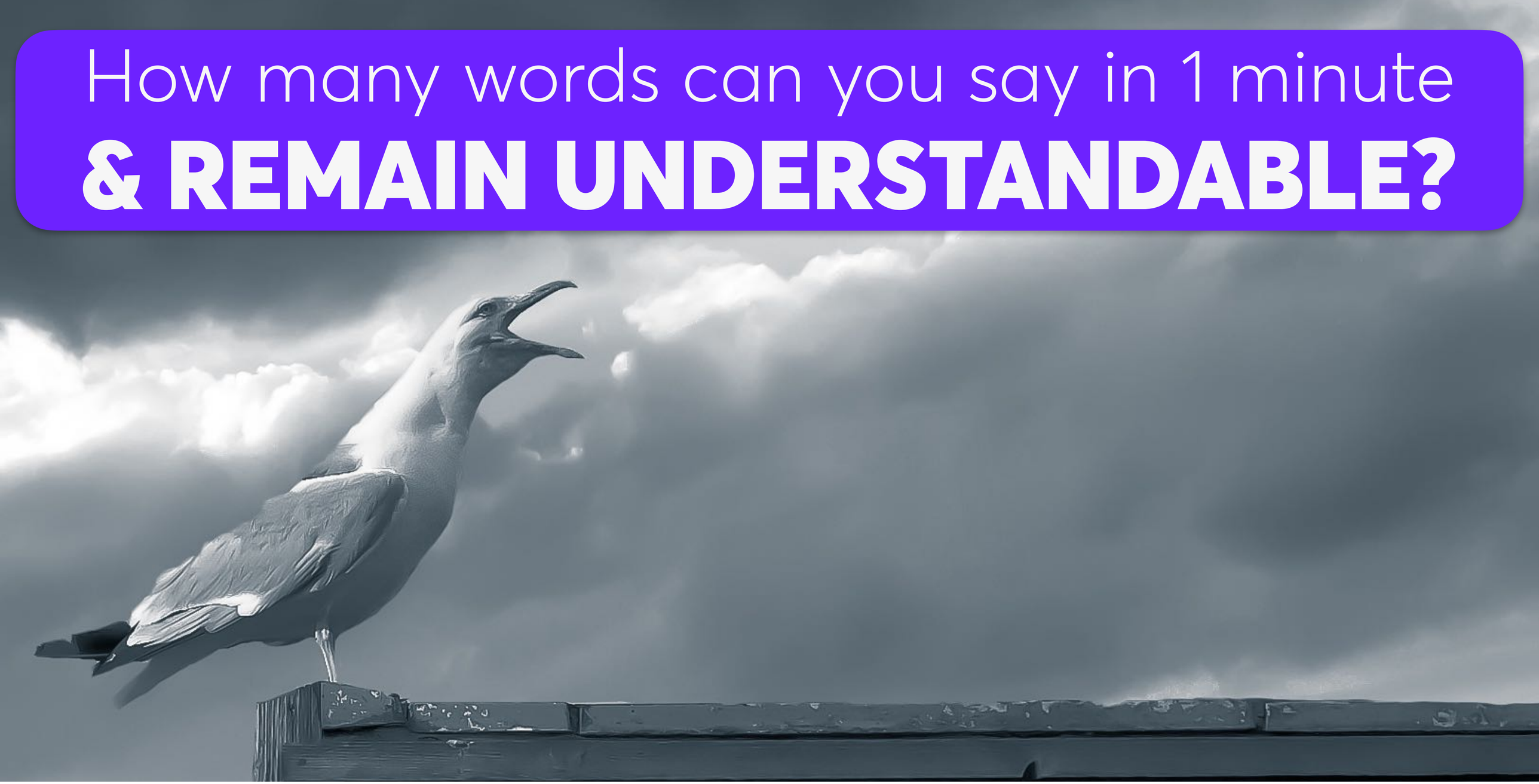


PITCH

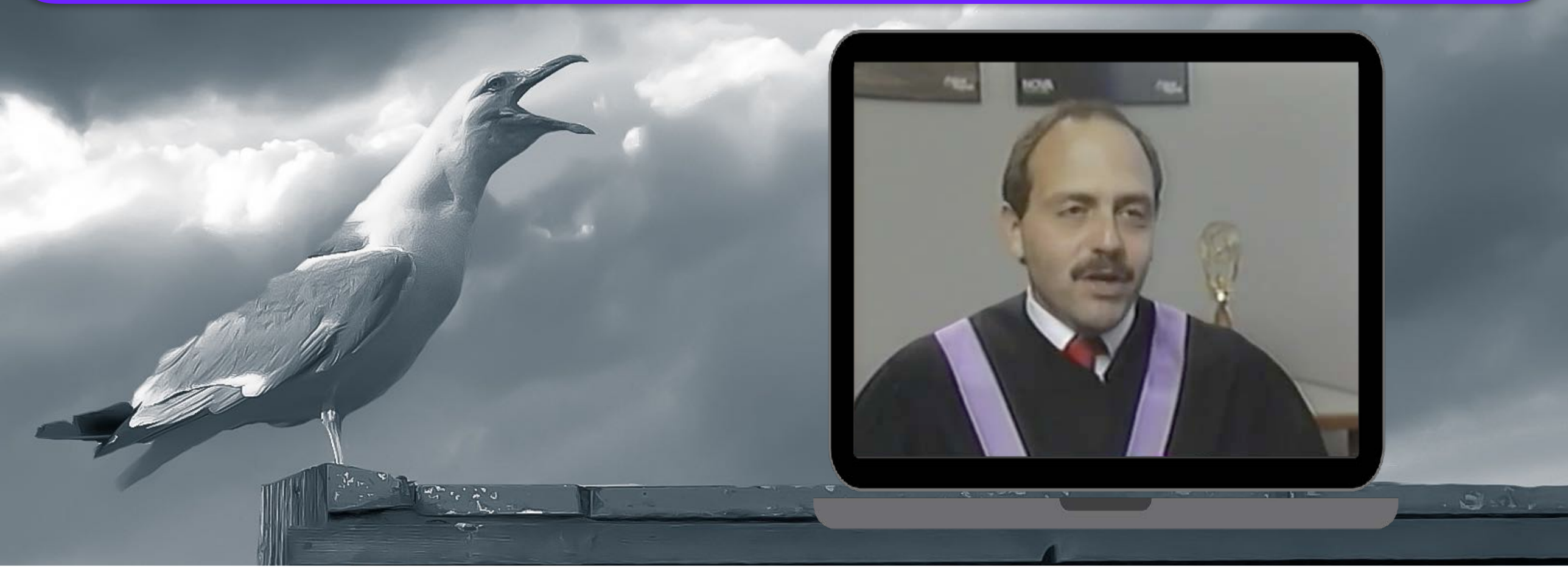


Q&A

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



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



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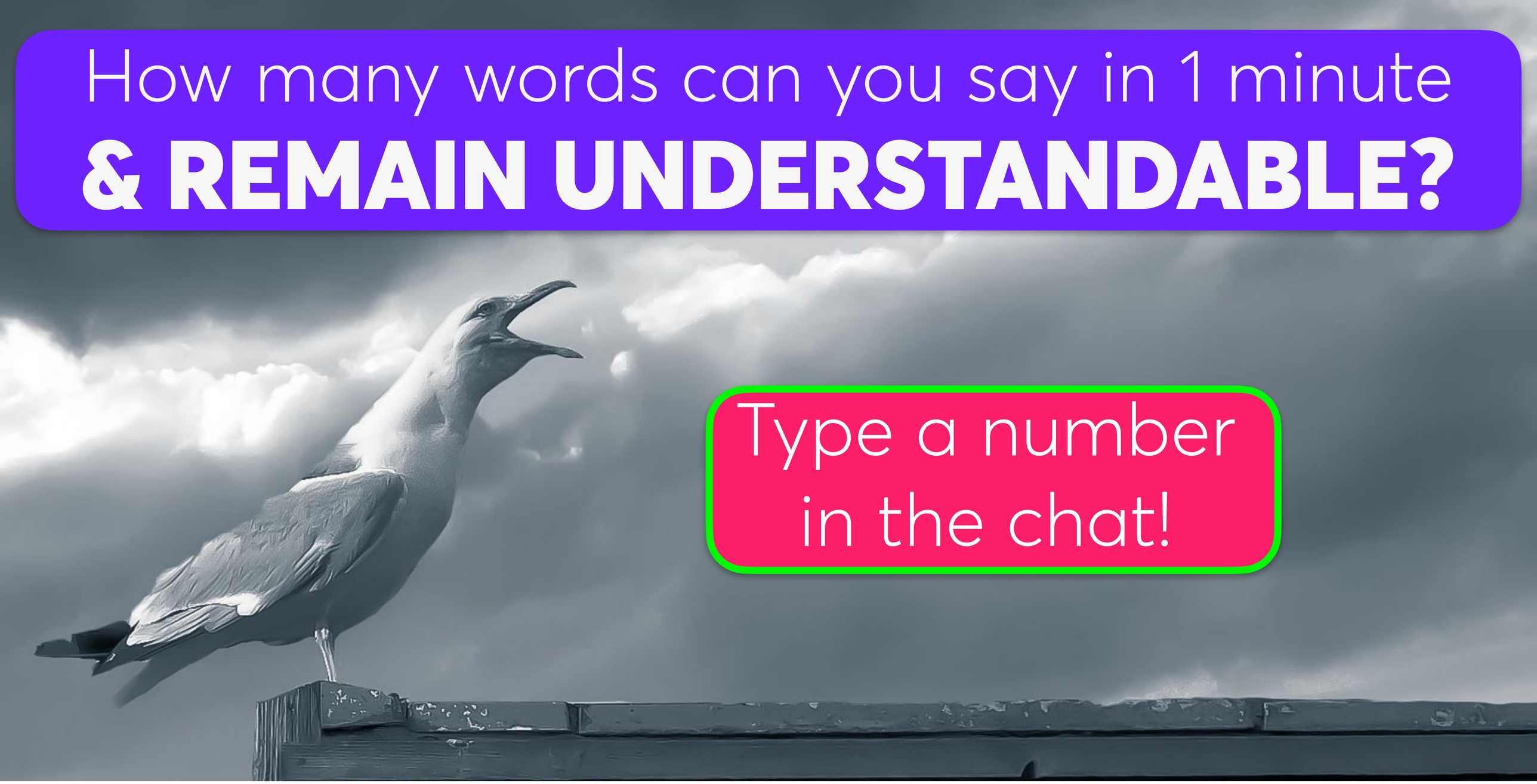
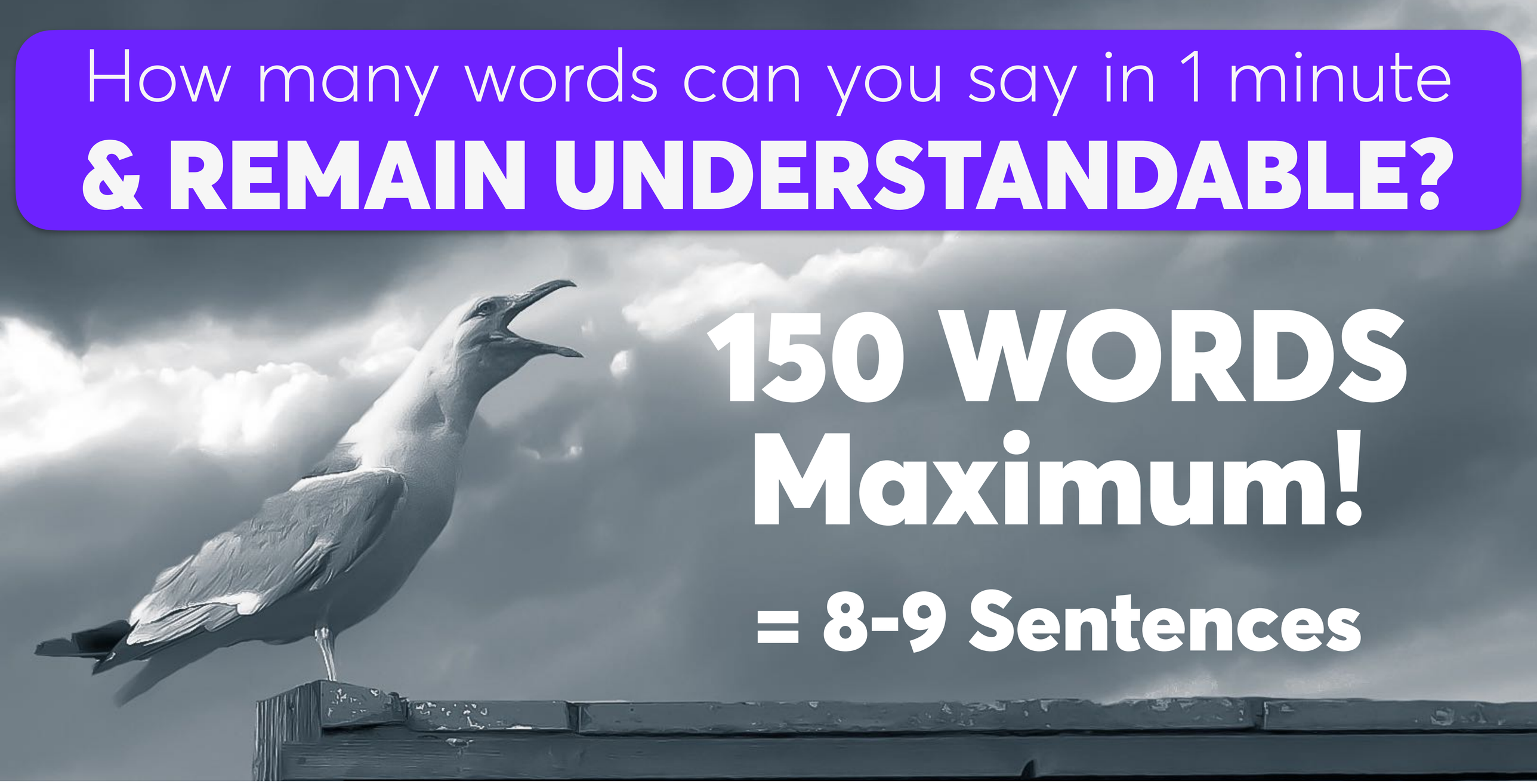


Type a number in the chat!

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



150 WORDS Maximum!

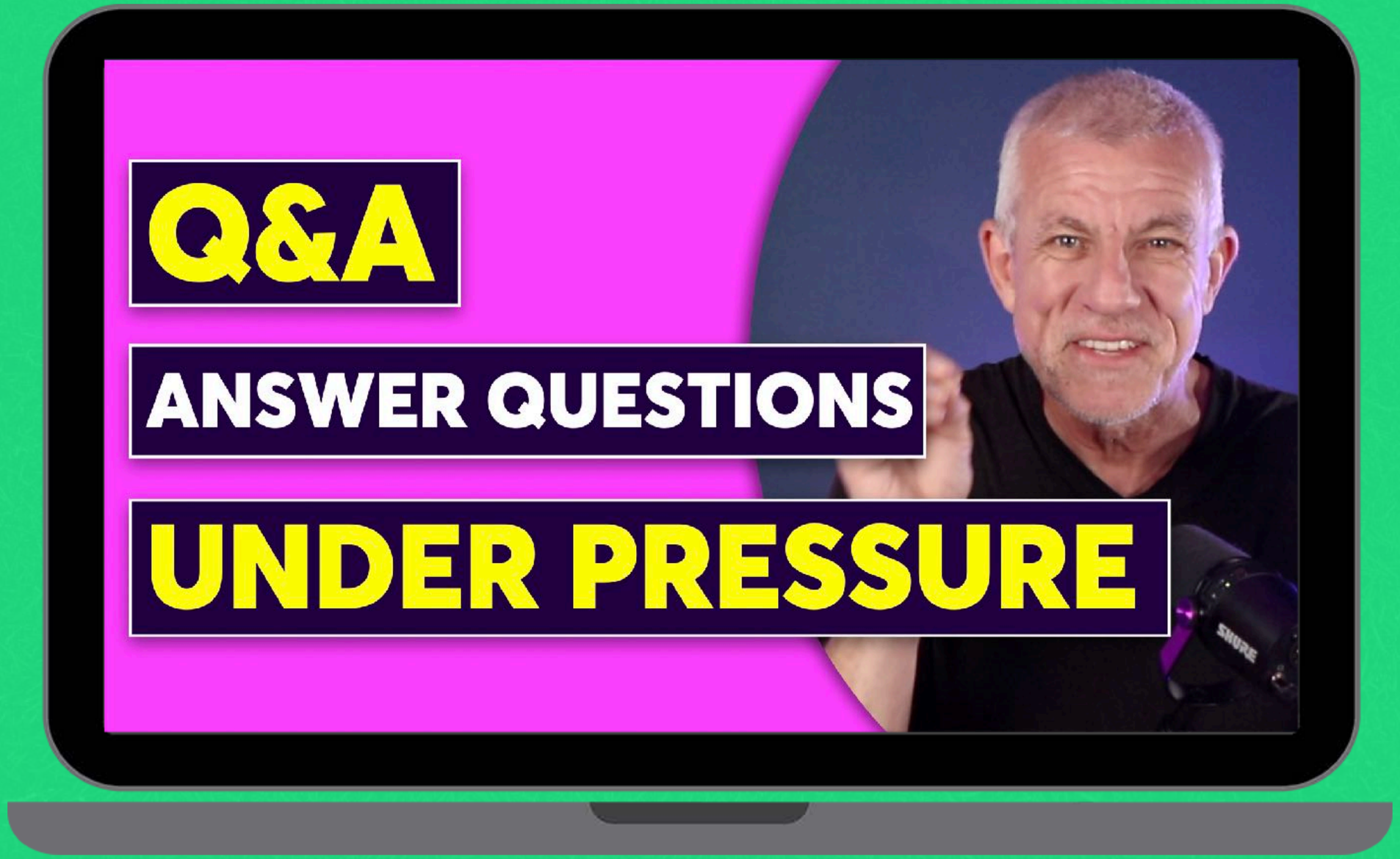
= 8-9 Sentences



PITCH



Q&A



will be on... **best3minutes.com/hereimpact26**

How do we usually create

A NEW PRESENTATION?




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

Keep in mind...



STRATEGIC ALIGNMENT

How does your proposition **match** the company's **strategy** and **ambitions?**

What's the possible **opportunity** of the proposal?



ACTION STEP

Write down in 2 minutes who the **audience** is for your presentation

---

What is their biggest **challenge**?

Strategic big issues?

Conservative or **Innovative**?

Money focused? Environment, Social?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Write down in 2 minutes who the **audience** is for your presentation

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Make a profile of your Audience
General Edition

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their biggest objection? What's the reason they might say, "this will never work because..."?

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Make a profile of your audience

Fillable pdf downloads available

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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?"



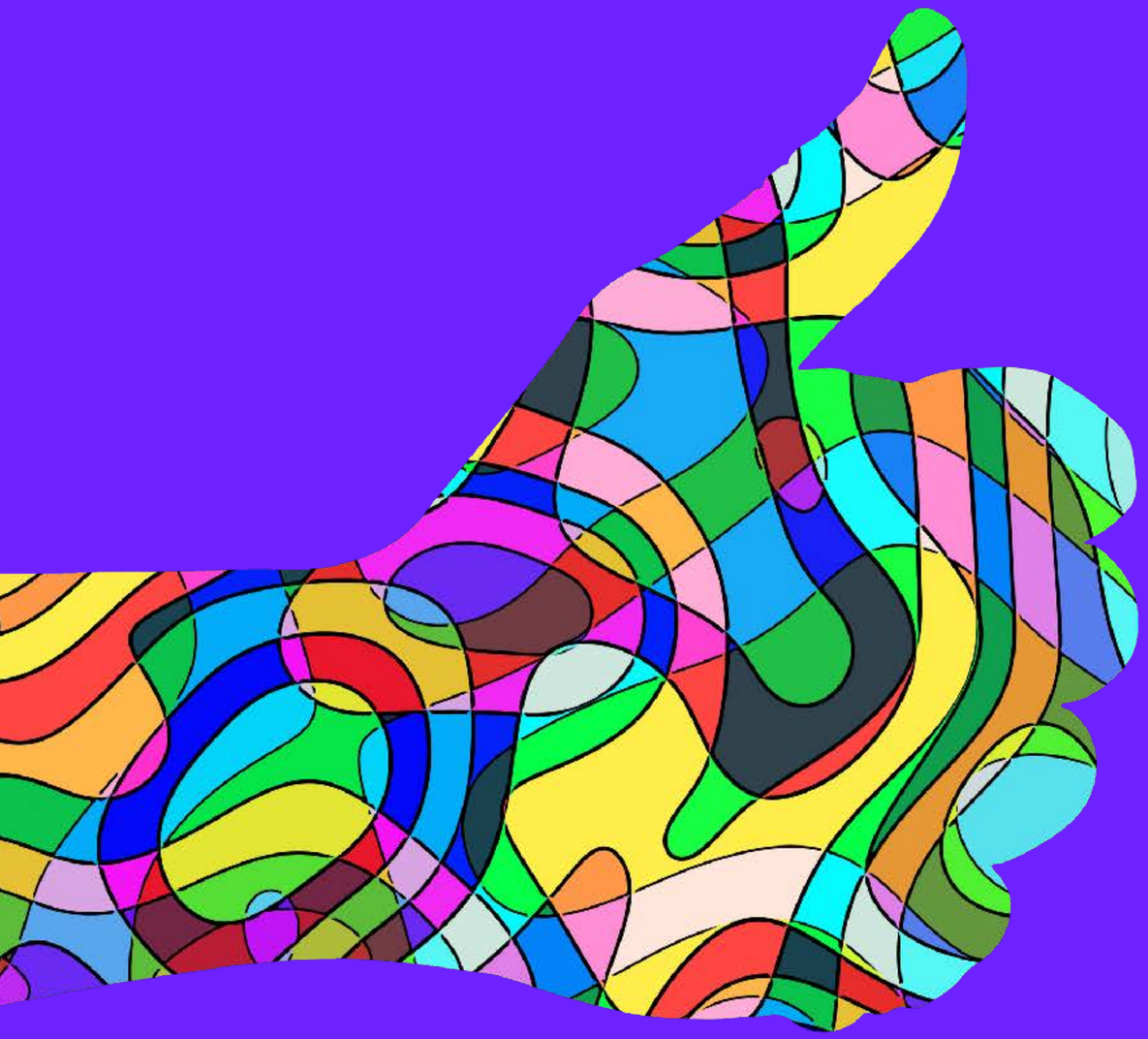
WHAT'S YOUR OBJECTIVE?

Assign people
to your project

Agree to a **budget**

Plan a **follow up** meeting

Commit to a **deadline** for
feedback to be supplied



ACTIONABLE OBJECTIVES

Give them something they can say **YES** to

Consider **splitting** any request/proposal into **phases**



ACTION STEP

Write down in 1 minute what you want the audience **TO DO** as a result of the presentation

Focus on **Action** - not just thinking differently



ACTION STEP

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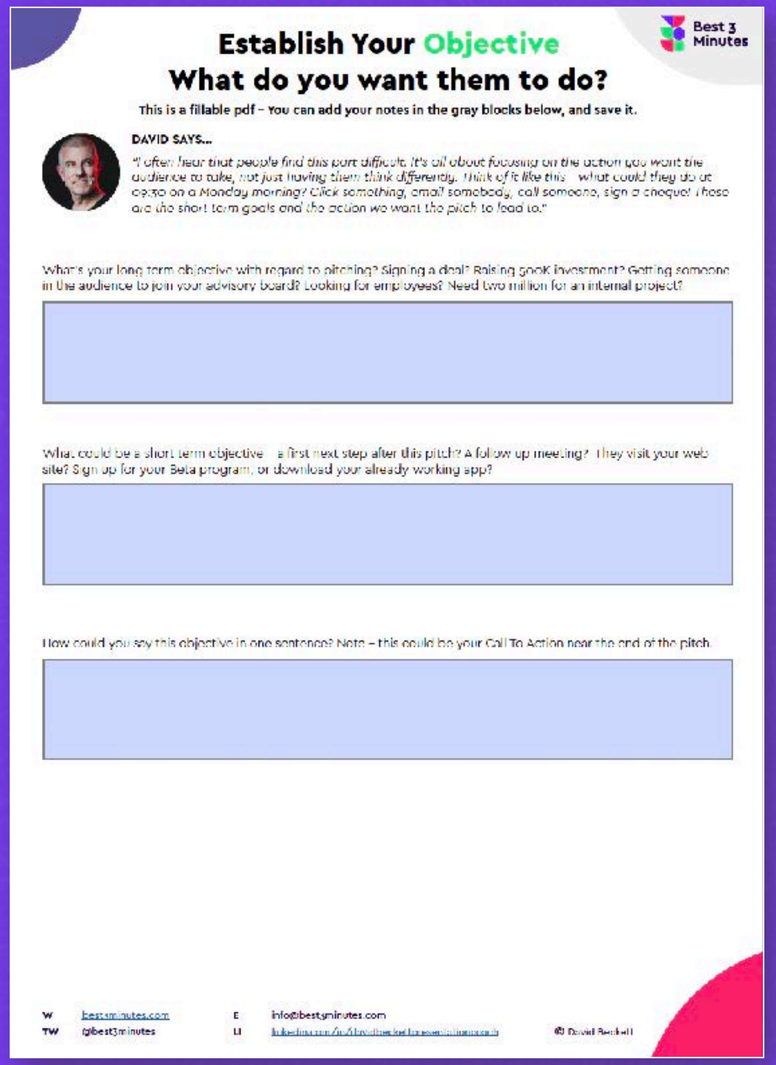

Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

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LI [illegible]
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Write down your Objective

Fillable pdf download available

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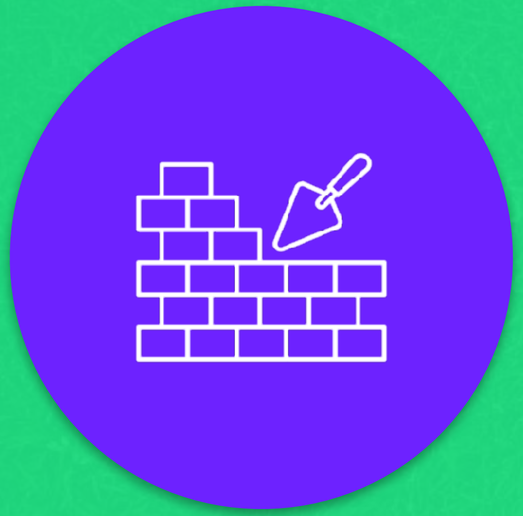
QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch

Which topics should be in **YOUR WINNING PITCH?**

The following is a **suggestion** of what to focus on

THE BIG IDEA



THE PROBLEM



THE PRODUCT



STRATEGIC ALIGNMENT



VALIDATION



OBJECTIONS



LEARNINGS



THE ASK



TIMELINE



WHY YOU?





THE BIG IDEA

In **2-3 sentences,** what is the pitch all about?

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

The **improvement** you propose?



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

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



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Can you quantify it?

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Customers lose patience with the process"

"They waste over **10 hours** per month"

"**32%** of customers drop off during the process"



PRODUCT

Project, Proposition, Proposal

How do you propose
to **solve** the problem?

What **improves** as a **result**
of your proposition?

By **how much?**



PRODUCT

Note: the ‘product’ is not the most important thing

Testing, **validating**, learning, **strategic** alignment, working as a **cross functional** team…



STRATEGIC ALIGNMENT

How does your proposition **match** the company's **strategy** and **ambitions?**

What's the possible **opportunity** of the proposal?



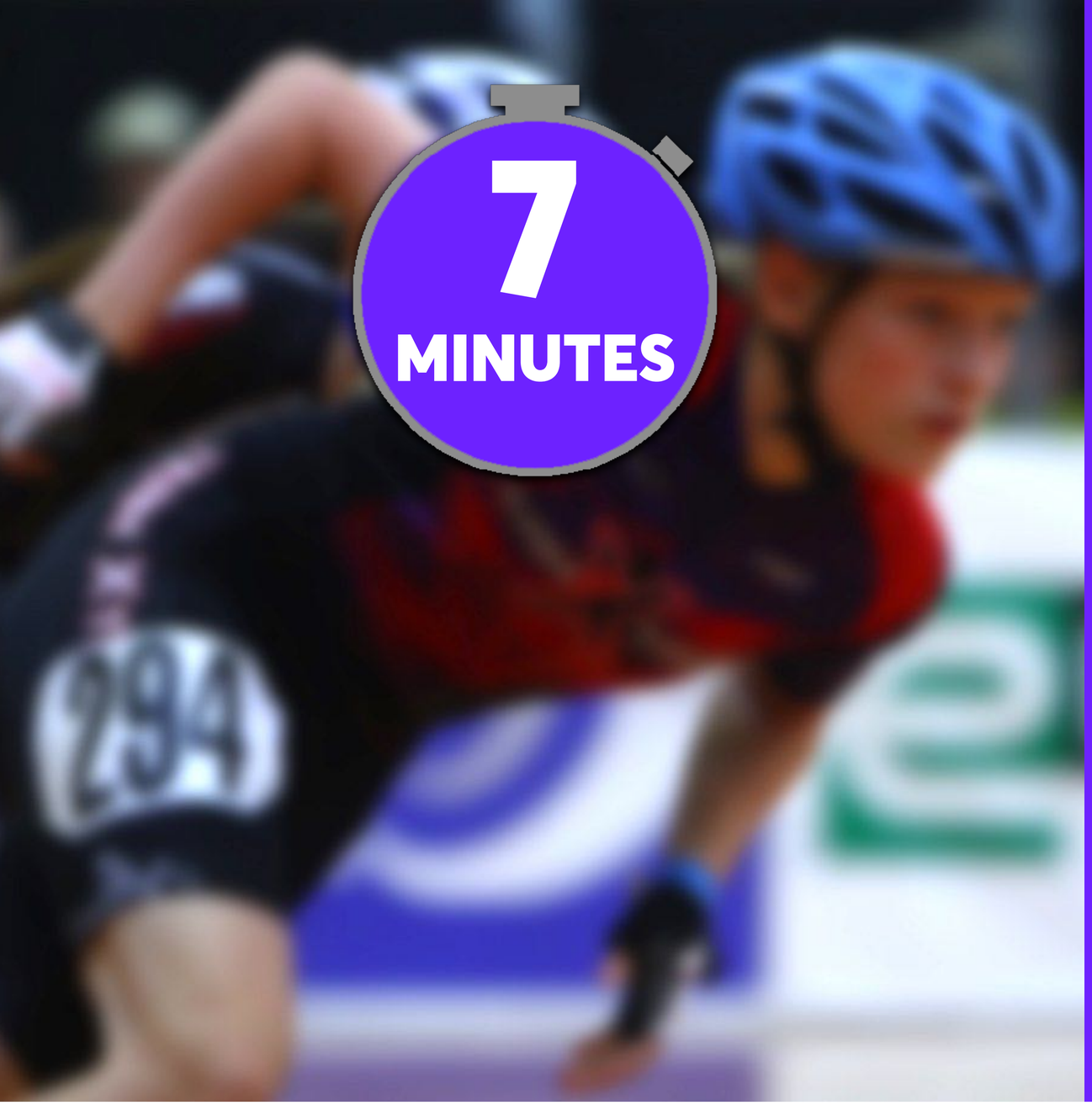
VALIDATION

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

Parts of the **organisation** already on-board?

How have you **engaged** with **potential customers?**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

Make some **quick notes**,
at least 1-2 points on each

The Big Idea,
Pain, Product,
Strategic Alignment,
Validation

Are you covering all
the **key issues?**



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Make some **quick notes**,
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The Big Idea,
Pain, Product,
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Validation

Are you covering all
the **key issues?**

brainstorm slides available at: **best3minutes.com/hereimpact26**



OBJECTIONS

Any common **misconceptions** or barriers to deal with?

eg - *'We tried that a couple of years ago - it will never work!'*



LEARNINGS

What did the process teach us?

Testing, **validating**, learning, **strategic** alignment, working as a **cross functional** team…



WHAT DO YOU NEED TO MAKE IT HAPPEN?

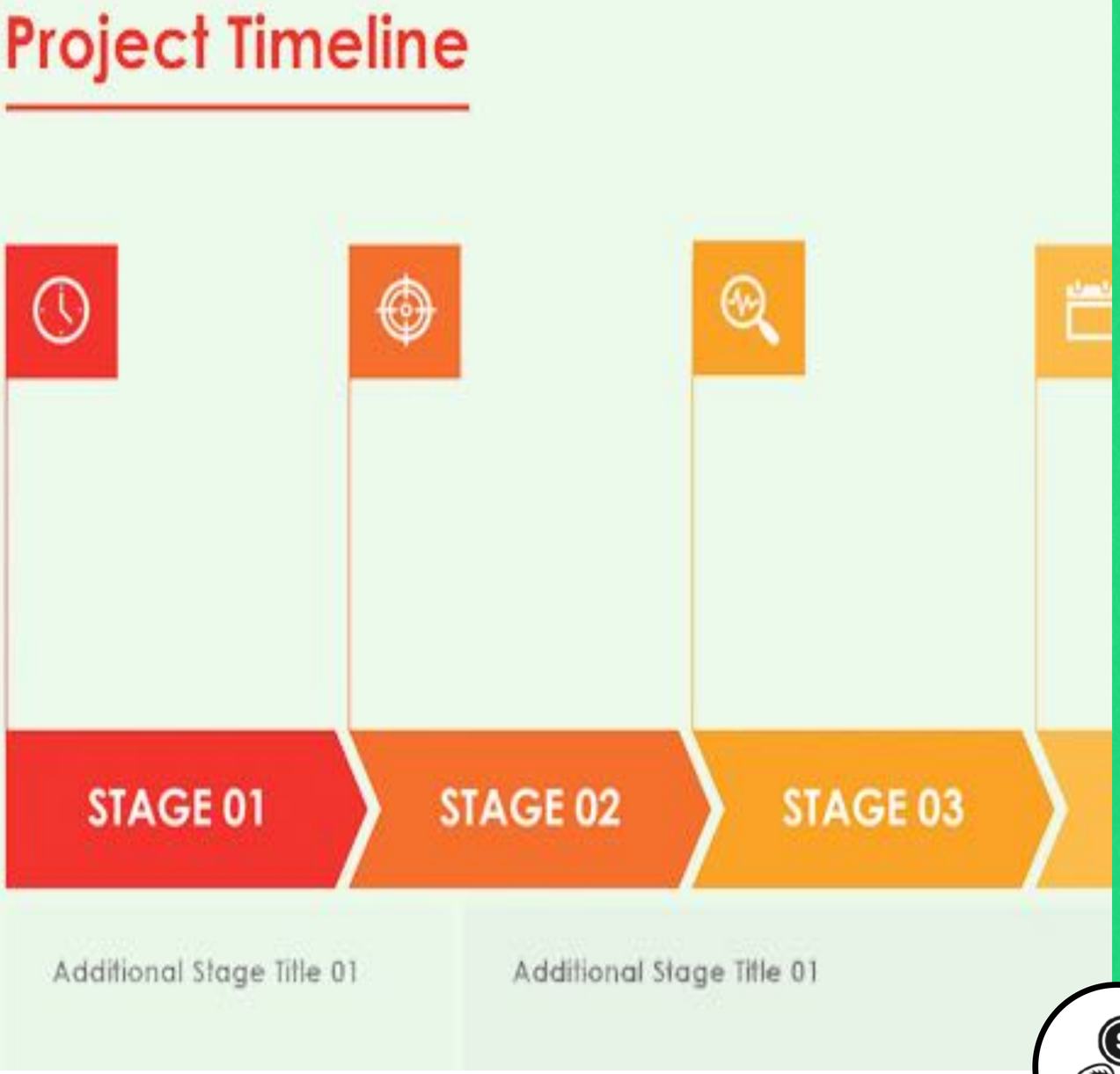
People, resources?

Time **commitment**?

Money?

Feedback?

Project Sponsorship?



TIMELINE

What happens, **when**?

What happens **next** - first steps?

Keep it **high level**: not detailed project plans

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?



WHY YOU?

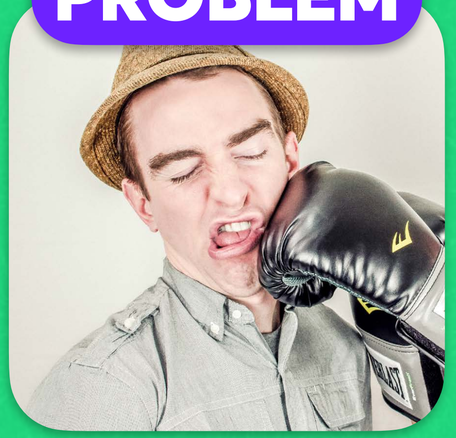
Why do you **believe** in your proposition?

Your **Enthusiasm** Counts!

THE BIG IDEA



THE PROBLEM



THE PRODUCT



STRATEGIC ALIGNMENT



VALIDATION



OBJECTIONS



LEARNINGS



THE ASK



TIMELINE



WHY YOU?




QUESTIONS?
Please ask
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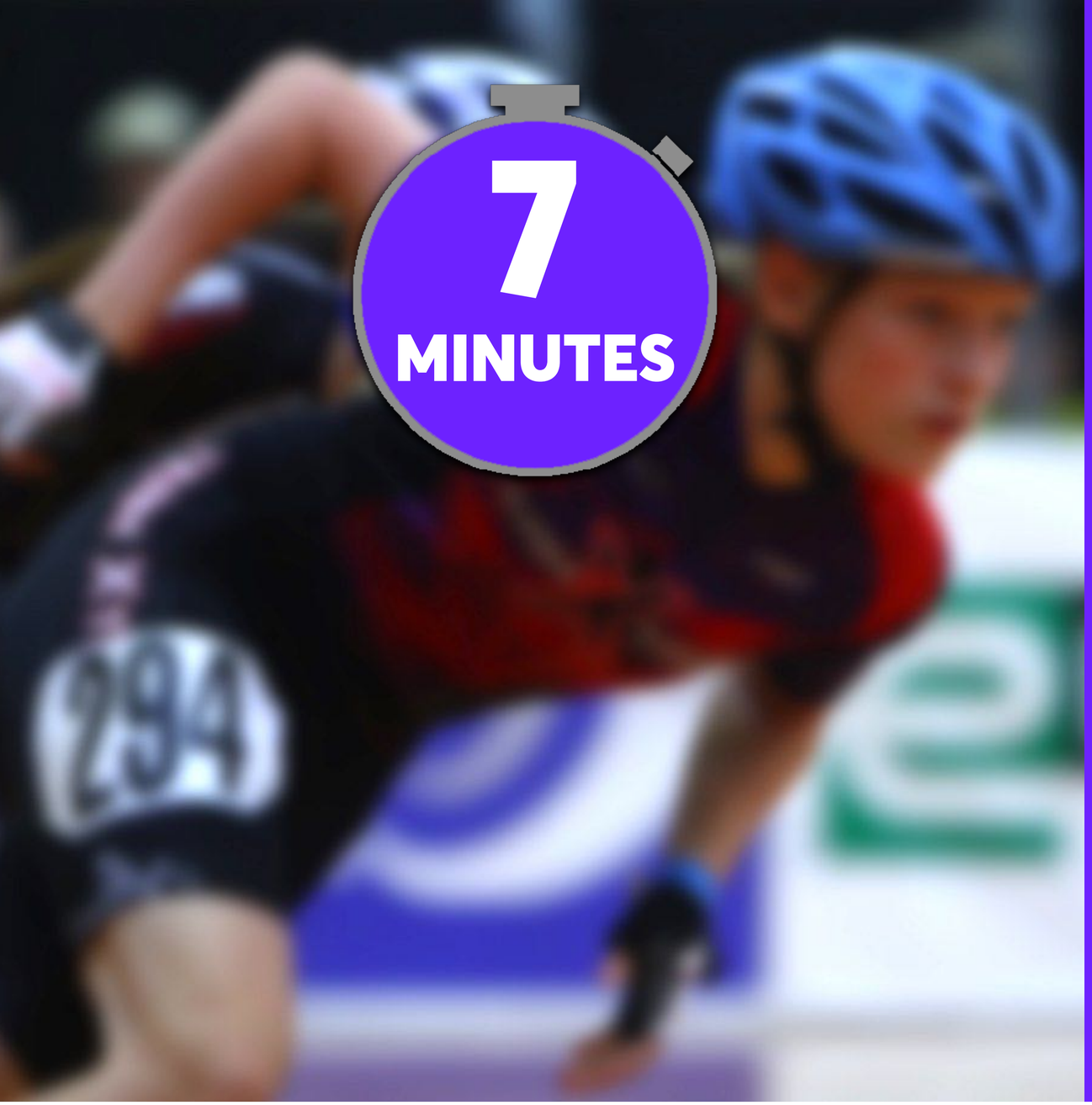

ACTION STEP

Make some **quick notes**,
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Objections,
Learnings,
What do you need,
Timeline, Why You?

Are you covering all
the **key issues?**



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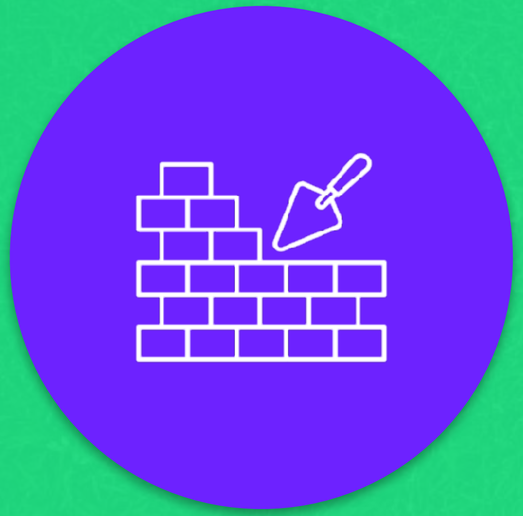
What we'll cover **TODAY**



Essentials for a Winning Pitch



Content of Your Pitch



Level Up Your Pitch



3 Big Things for
ONLINE PRESENTING



Online Presentation Checklist

Think of this as an online event.
The preparation, professionalism and structure of the meeting,
as well as the content of the presentation, influence how the customer perceives you and the team.

Tech Check 15-30 Mins in Advance.
Camera at eye level, your internet connection is good, screen sharing works, everything is as expected.

Turn off all notifications and close all apps.
Ensure there are no distractions, so that you can focus on your message and the audience.

Use Laptop/desktop computer, not phone.
Less likely to go wrong, portrait/landscape and background problems often occur with phones

Don't look down on your audience.
Adjust the camera so that you look directly into the camera. This creates a feeling of eye contact.

Have good lighting: make your face
Set up a desk lamp to light up your face. Avoid heavy backlight: draw the curtains or shut

Turn your video on, and ask them to switch on too.
Seeing each other creates a bond. In meetings with a few people: ask them to switch on too.

Make sure your face is not too big on camera!
A big face can cause claustrophobia and [illegible]. Target a shot of head and shoulders [illegible]

Tidy up your backgrounds: put focus on you.
Have a neutral background, remove all distractions and use a virtual background if possible

Buy a Pop-Up Gr[illegible] for an Inst[illegible] tidy-up to you
A [illegible] virtual [illegible] effectively. Cost[illegible] £30-£50, and comm[illegible]

W [illegible] T [illegible]
TW @best3minutes LI [illegible]

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Online Presentation FAQ

How do I connect with my audience?

Ensure you don't just broadcast what you think is important. Give the audience something every 8-10 minutes.

Welcome them on arrival
We all love to hear our own name! Say their name and welcome them to the meeting or event.

Run Polls
Simple is best: Multiple Choice (max 5 options), Yes/No questions, and 'What's your biggest challenge with...'

Q&A
The most effective way to connect with your audience. See below for how to manage questions

How do I manage questions?

Questions give the audience a chance to re-set their attention, ask what's on their mind and get new energy.

Inform how and when they can ask questions
Tell them at the beginning if you will take questions during the presentation, or all at the end (I recommend during).

Take questions by chat rather than by voice
When speaking, people sometimes ramble. If they have to type it into the chat, usually they save it short.

Come out of the presentation to answer questions
Exit the presentation, so they can focus on you while you answer questions. This creates more of a personal bond with you.

How to put energy in when presenting to a computer!

Your voice has a big impact on how much energy they feel from you.

Get connected to the story and your content
Remind yourself: why does this matter to you? What is your message? What do you want people to walk away with at the end?

Record yourself. Listen out for energy and emphasis
Which words or key messages really matter? What do you think and feel? Are you conveying that? How try again

Practice the opening 3-5 minutes out loud
Saying things out loud in advance helps you to find out if the story in your head sounds the same when you speak.

How do I know if they like the presentation?

When face to face, we can 'sense' the audience and how they are reacting to the presentation.
It's harder online and how easy there is no easy answer. Only communication creates a bond. Between you and the audience.
The best ways to break through that barrier is to do what's been mentioned here in this checklist:
video on, create Q&A moments, exit screen sharing, mention attendees by name, and speak with energy and passion.

W [illegible] E [illegible]
TW @best3minutes LI [illegible]

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THE ONLINE PRESENTATION CHECKLIST

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VIDEO ON



Sometimes it's **easier** not to be seen

BUT: Seeing each other creates a **bond**

Essential if **you** are **presenting**

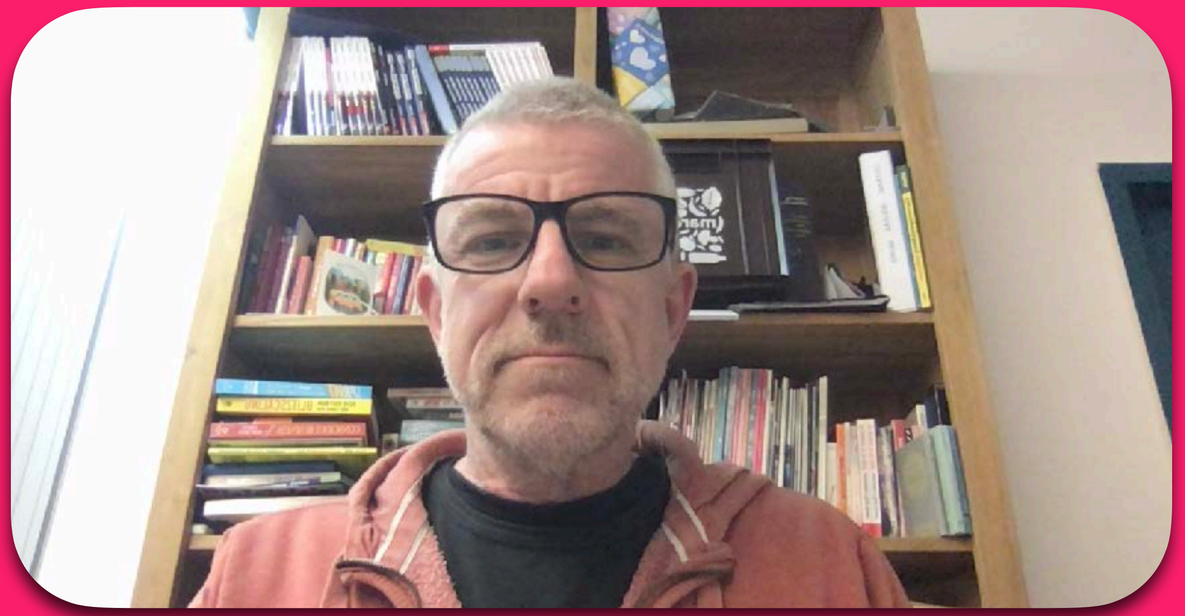


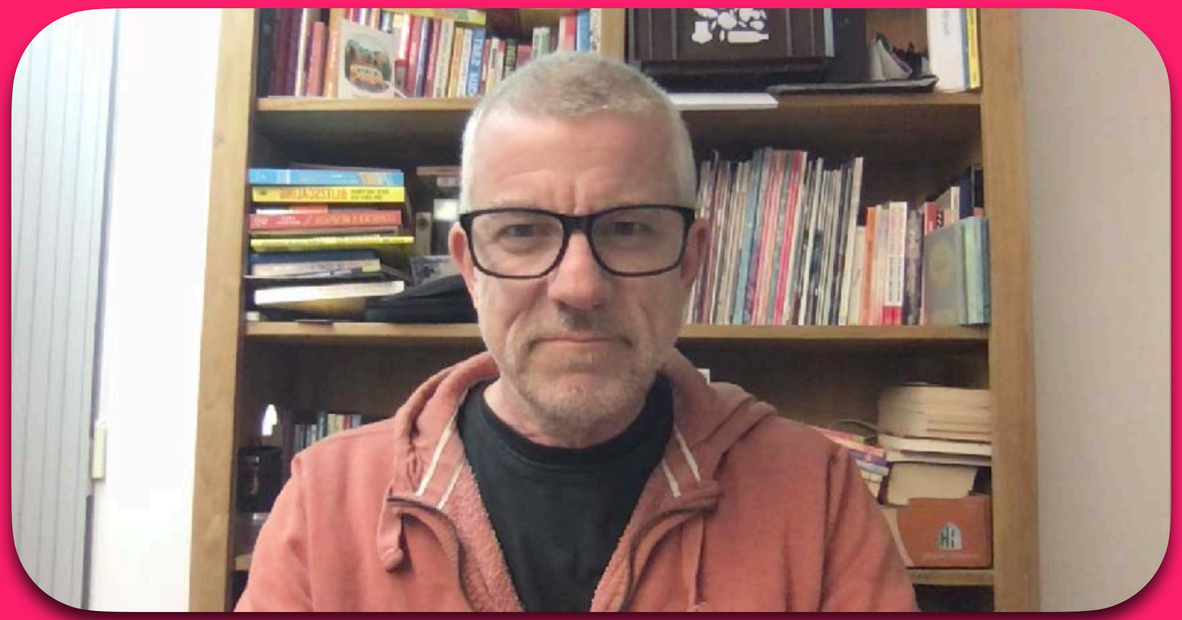
VIDEO ON

Smiles & Laughter

Gestures & Nods

Facial **Expression**





CAMERA POSITION

Avoid looking **down**
on the audience

Adjust to look
at the camera
if possible





THINK ABOUT LIGHTING...

They need to be able to see your facial **expression**

TIDY UP YOUR BACKGROUND





Keep it **clean...**

Virtual backgrounds don't always work - **test!**



HELP! SIZE OF FACE ON CAMERA

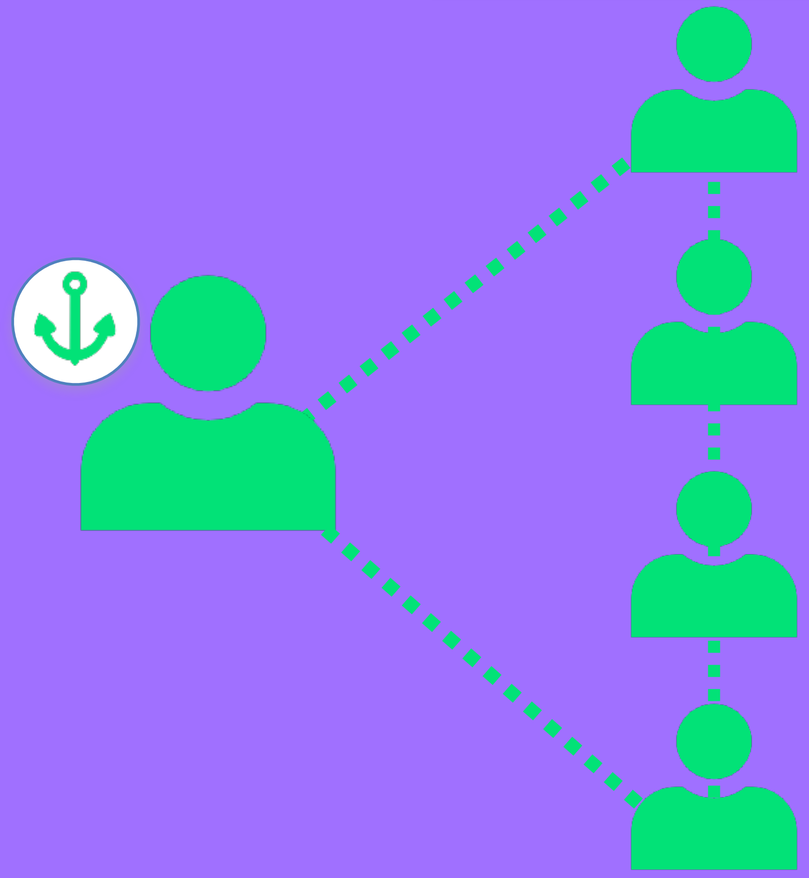


Adjust your camera so that you have a **friendly** appearance



Presenting Online
AS A TEAM

Have one
ANCHOR PERSON





Have one
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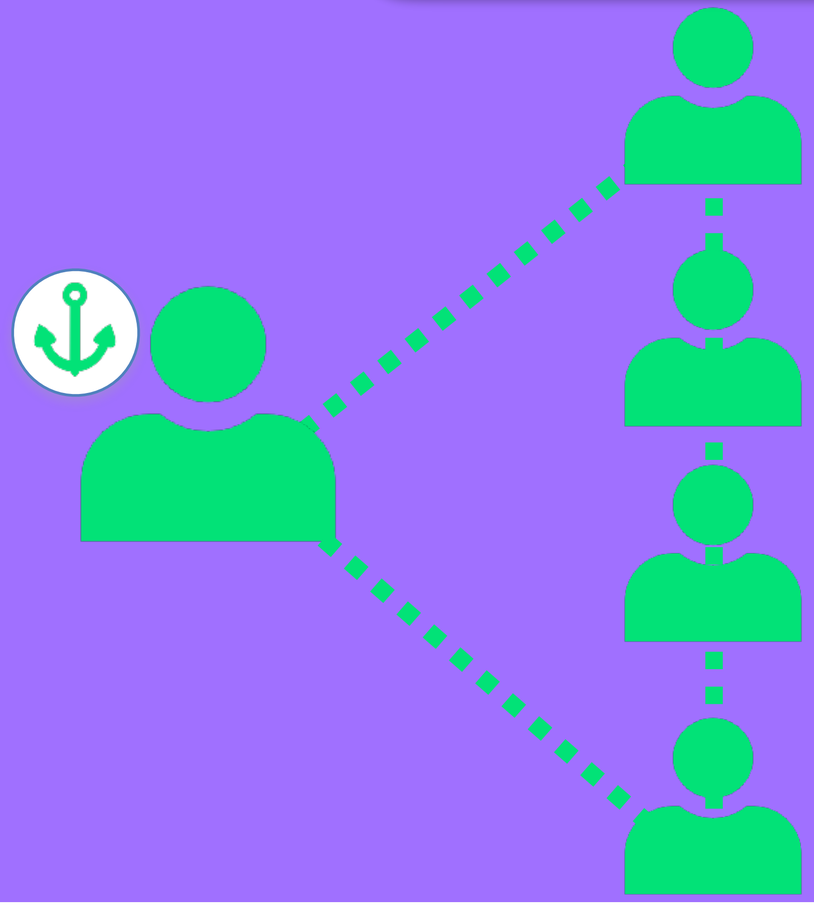


Introduce the **presenting team**

Deliver the **introduction**

Wrap up the presentation

Handle **Q&A** -
who answers what

Plan and practice the **HANDOVERS**



The **next presenter** needs to be **ready**

Important: on whose computer is

THE PRESENTATION?

Switching from computer to computer tricky in **remote locations**:

Important: on whose computer is

THE PRESENTATION?

If on **one computer** then **one person**
needs to know **all the clicks!**
Agree **3 click code words** - not 'Next Slide'!


QUESTIONS?
Please ask
IN THE CHAT or BY 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!

Look for a **structure**
to your answer

3

3 types of answer structure
THAT REALLY WORK

3

Steps or Topics

2

Contrasting Options or Viewpoints

1

Big Thing

4



BE PREPARED FOR THE WORST

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

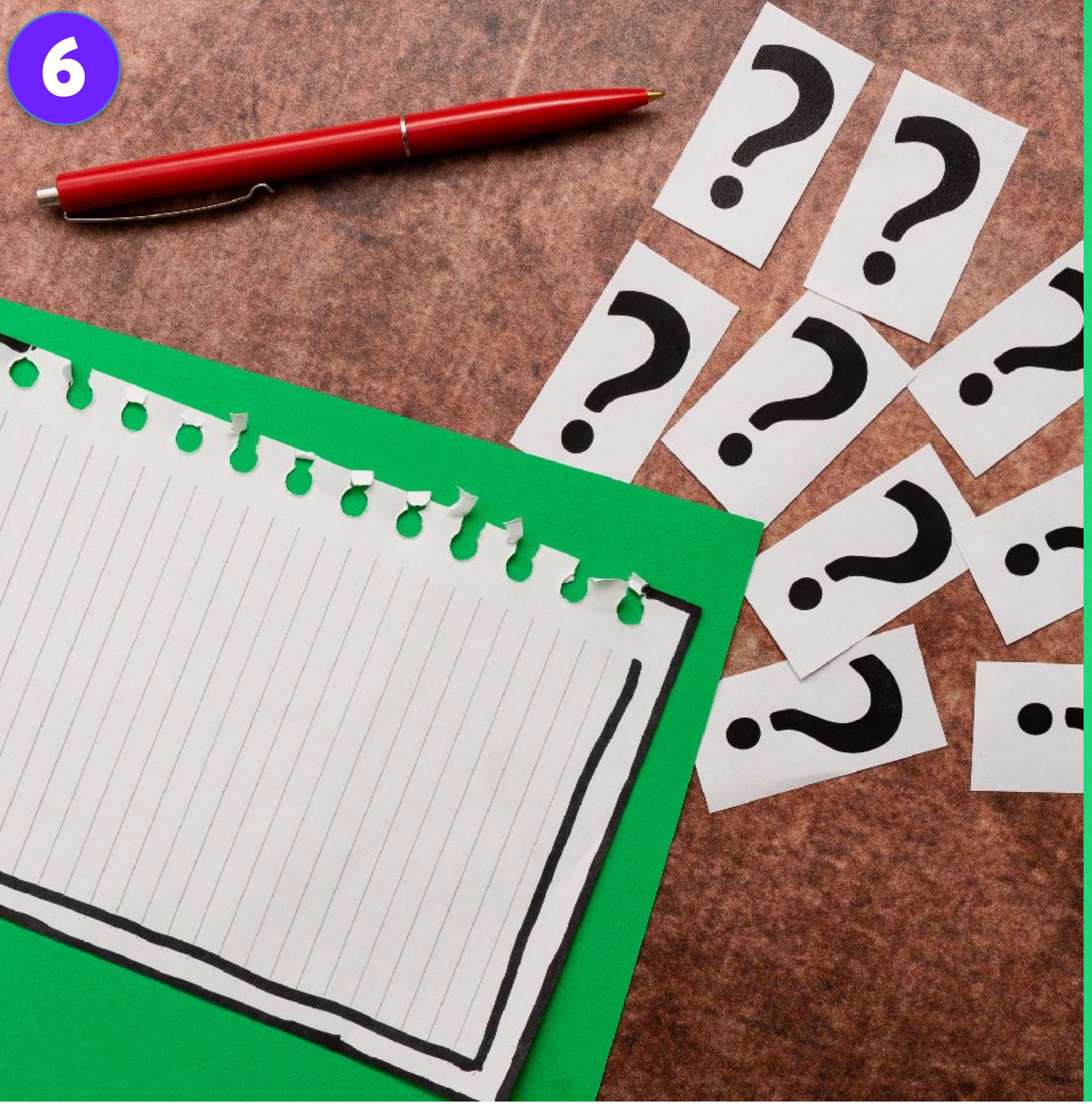
Decide on **talking points** per item

5



NEVER ARGUE!

Avoid conflict where possible

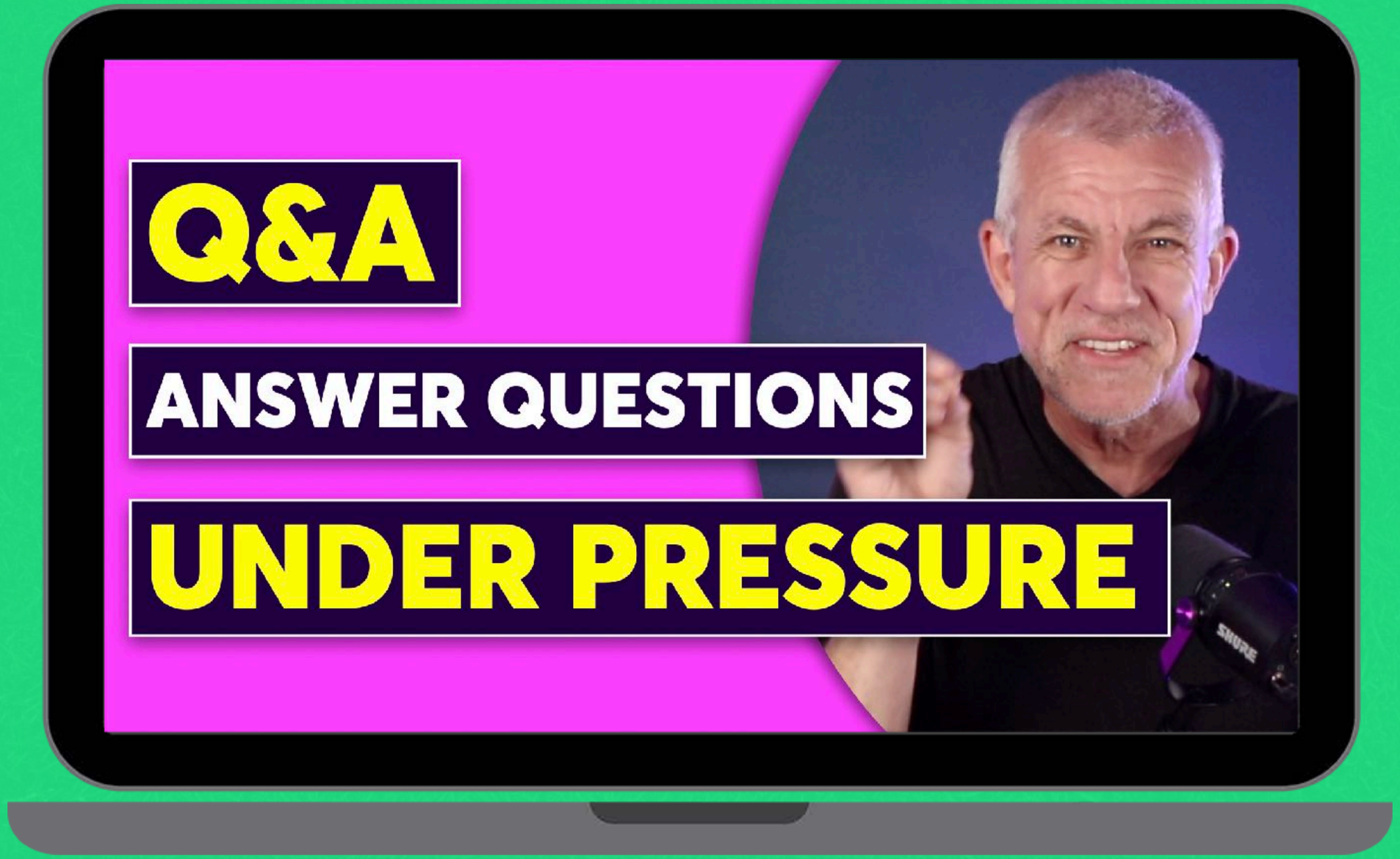


6

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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Making your story

FOCUSED & MEMORABLE

The Power of THREE



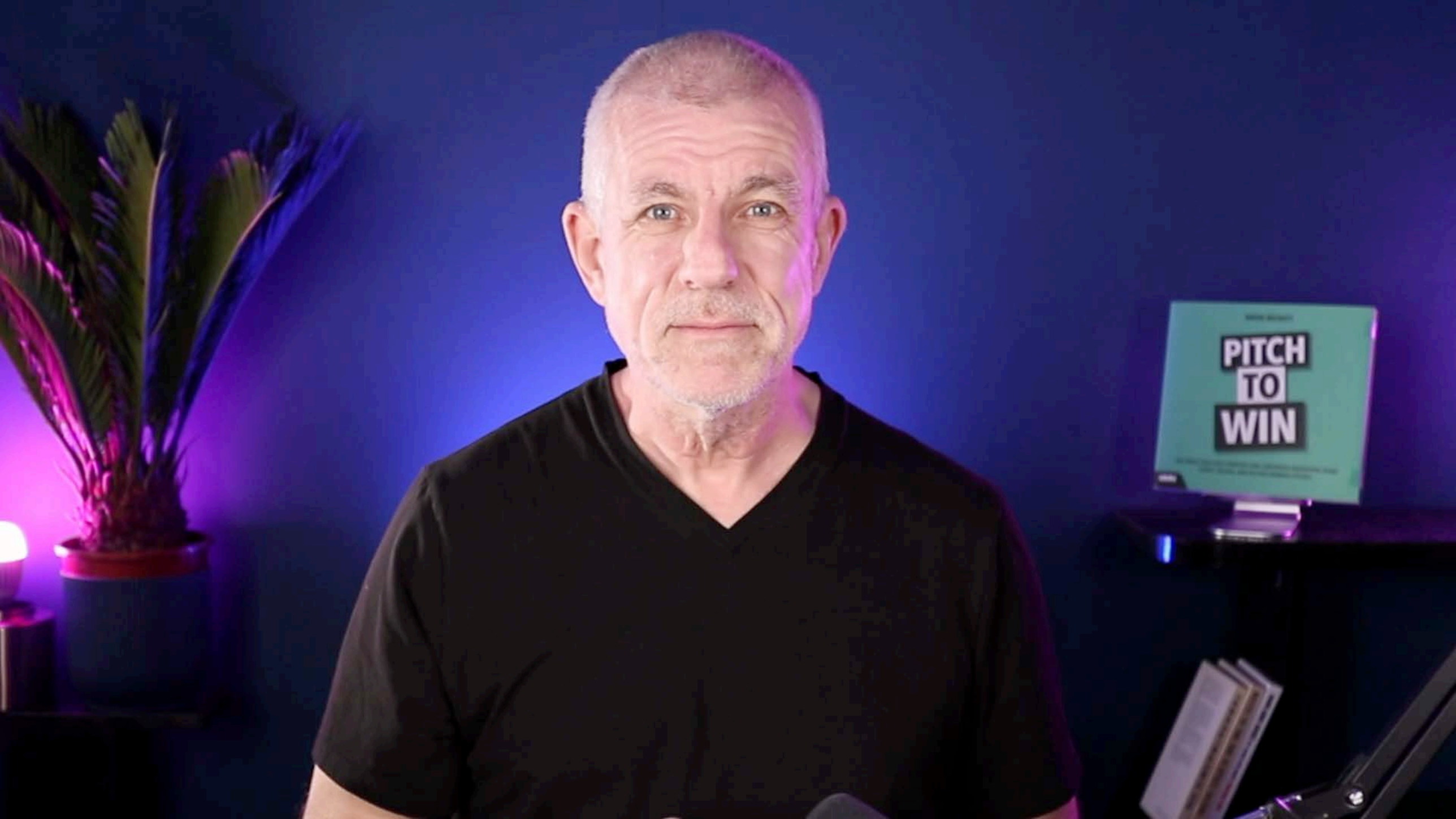
What happens if I say…

“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 into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri

The essence of
THE POWER OF 3

Remove the **Unnecessary**
so that the
Necessary can **shine**



ACTION STEP

If you're caught up in too much detail on a certain topic:

Ask yourself:

If they will only remember **3 things** of this part of the story.

Which **3 things** would you tell, that you really want them to remember?

The Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER


Make a plan for the
LAST 30 SECONDS

What you've seen is...

(a 3-point, 3-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!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Delivering the story

YOUR VOICE WINS ATTENTION


You have most effect with
YOUR VOICE


What do you want them to
THINK & FEEL?



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


Say it
OUT LOUD



Best way to improve Voice?

FILM YOURSELF PRESENTING


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Presentation tools and **RESOURCES**







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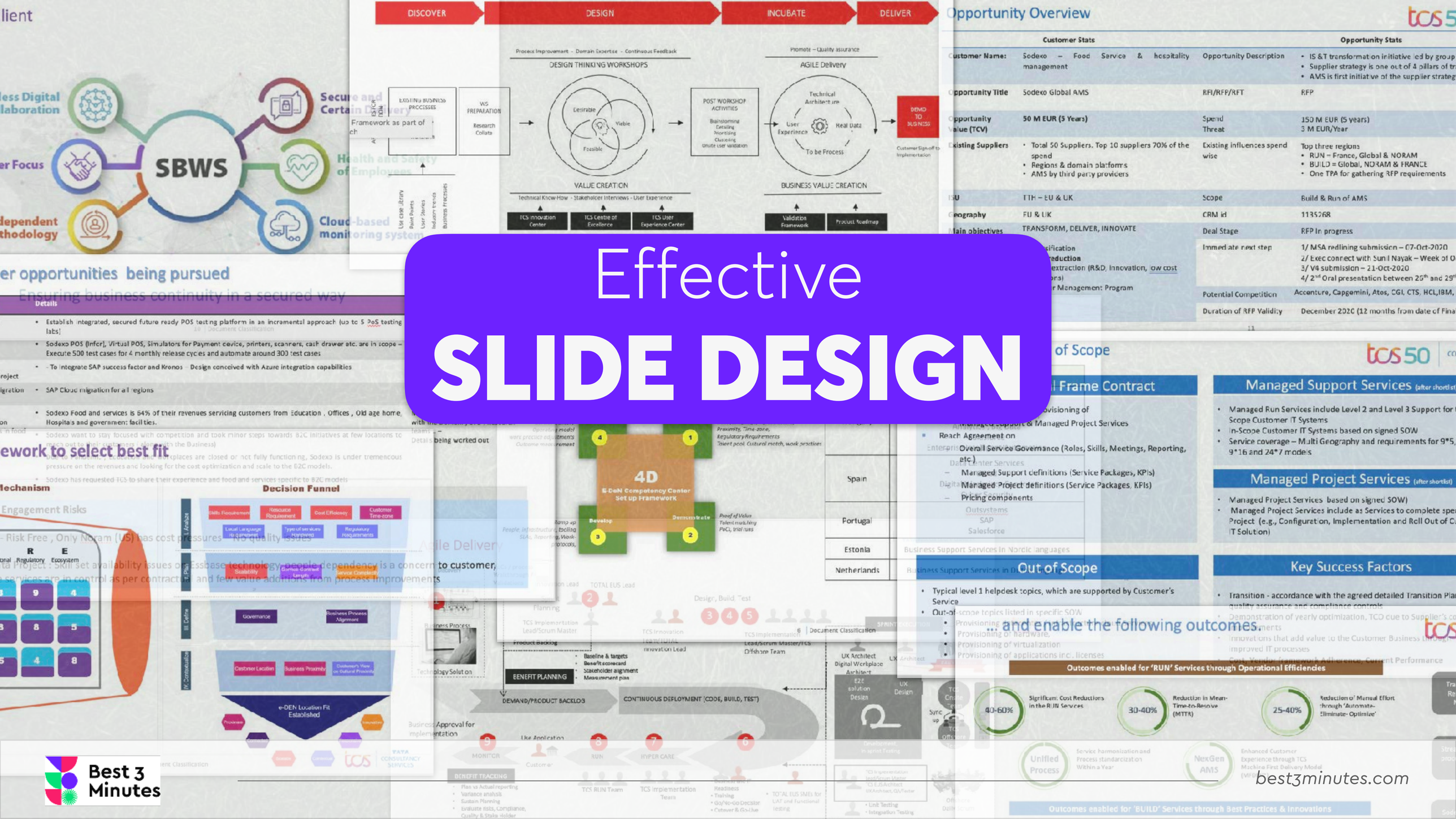

Best 3 Minutes

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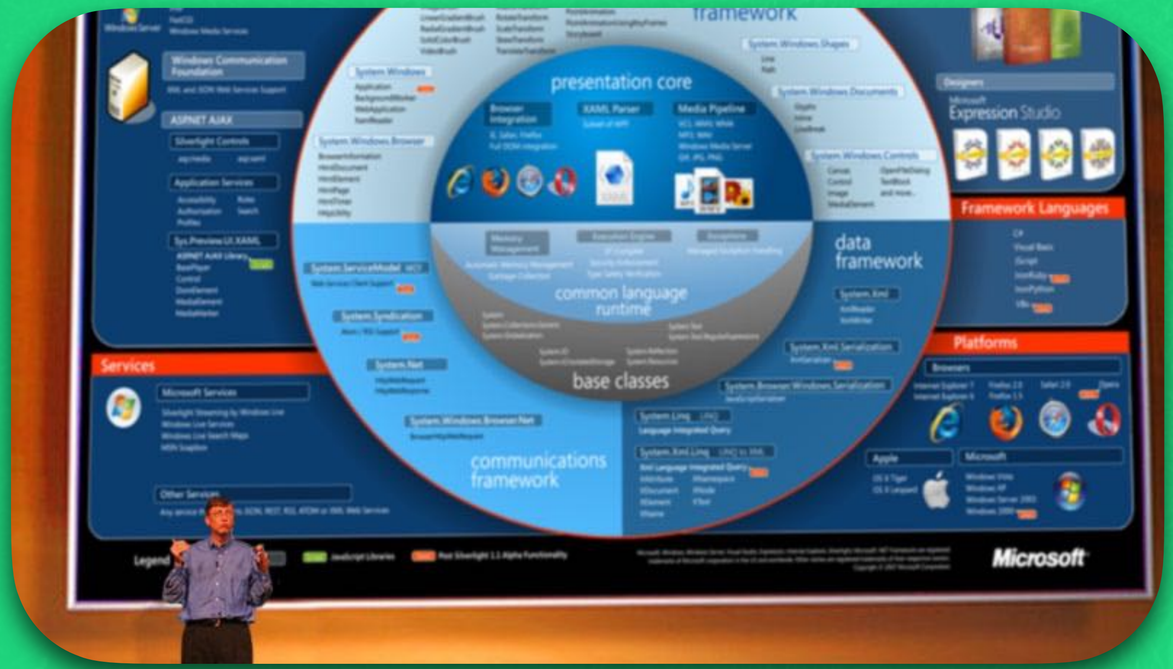
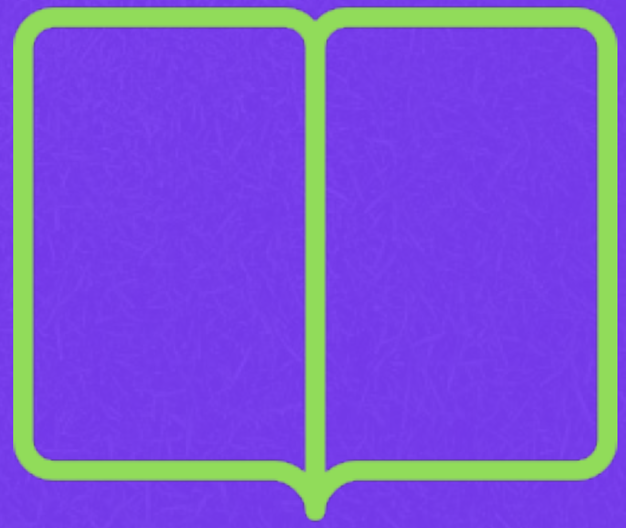
Somewhere in the middle of
DETAIL AND CLARITY





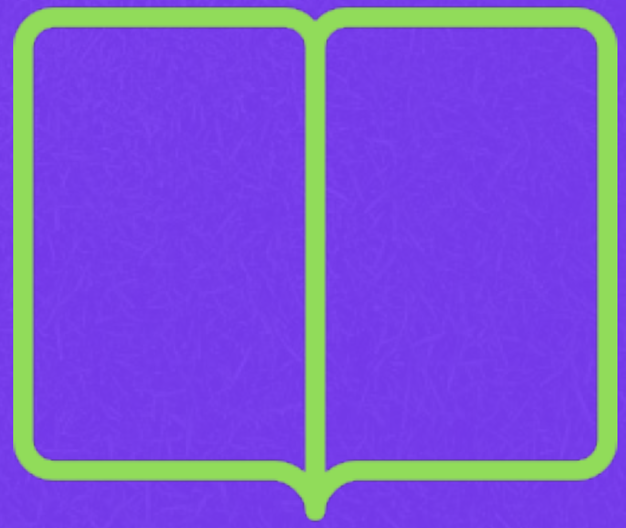
Can anyone listen and read **AT THE SAME TIME?**





NO: we cannot listen and read **AT THE SAME TIME!**





Unsere Vision und das formulierte Zielbild erreichen wir über 3 Lösungsgrundsätze

Um die zugesagten Outcomes „Stability“, „Speed“, „Flexibility“ und „Innovation“ zu erreichen und gleichzeitig Kosteneinsparungen zu erzielen, haben wir unsere ADM Servicelösung anhand 3 wesentlicher Lösungsgrundsätze entwickelt:



Build a strong foundation with a joint OPERATING MODEL based on product roadmaps

- Maßgeschneidertes Operating Model auf Basis der Product/Application Roadmap
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- DevOps und Automatisierung in jedem e Anwendungspaket



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Model to deliver BUSINESS INNOVATION integrated with the product teams

- Einrichten eines virtuellen Business Ideation Labs für Zurich als Investition seitens TCS in Infrastruktur und Assets.
- Gemeinsame Ideengernerierung für neue Geschäftsideen und Customer Journeys wie nutzungsbasierte Versicherungen, innovative Cyber-Versicherungsangebote und -dienstleistungen, Maximieren von Investitionen (wie DB) und KI-basierte Risikobewertung.

… und liefert die formulierten 4 Outcomes für unsere 3 Lösungsgrundsätze

BUILD
Establish Foundation for Transformation

OPERATE & TRANSFORM
Future Proof Enterprise

Delivering concrete Outcomes through the journey

3 months | 6 months | 9 months | 12 months | 18 months

Operating Model Evolution

Transition

Nach dem Ramp-Up des Teams zum Aufbau des Day-1-Operating-Models pro Anwendungspaket legen wir den Schwerpunkt auf eine stabilen Transition von Zurich‘s externen Dienstleistern innerhalb von 5 Monaten abzuschließen. Wir richten eine Knowledge Academy ein, als gemeinsames Asset für beide Organisationen. Für die Transition von Zurich internen Mitarbeitern werden wir mehr Zeit planen.

Agile / DevOps

Wir erstellen einen BluePrint für den Current und Future State. Danach operationalisieren wir jedem Anwendungspaket-Team die spezifische Roadmap, um innerhalb von 18 Monaten 100 % in einem Agile und DevOps Modell zu sein. Entspechende Schulungsmaßnahmen, Tools, die Anpassung des Operating Model und die Nutzung agiler Vertragsmodelle und Metriken sind der Schlüssel für diese Transformation.

Governance

Der anfängliche Schwerpunkt liegt auf der Sicherstellung eines reibungslosen Ramp-ups und einer starken Cultural Alignment. Nach 6 Monaten erfolgt die Digitalisierung der Governance, um Transparenz in den RUN-Operation und Agilität im CHANGE zu schaffen. Mit unserem dreistufigen Governancemodell stellen wir eine Business-Value orientiert Governance sicher und reflektieren diese in vertraglichen und kommerziellen Outcomes für beide Organisationen.

Stability & Speed through
- Proactive operations
- Automation at the core
- 100% knowledge retention
- Increasing Agile, DevOps adoption
- Digitized Dashboards
- Full transparency

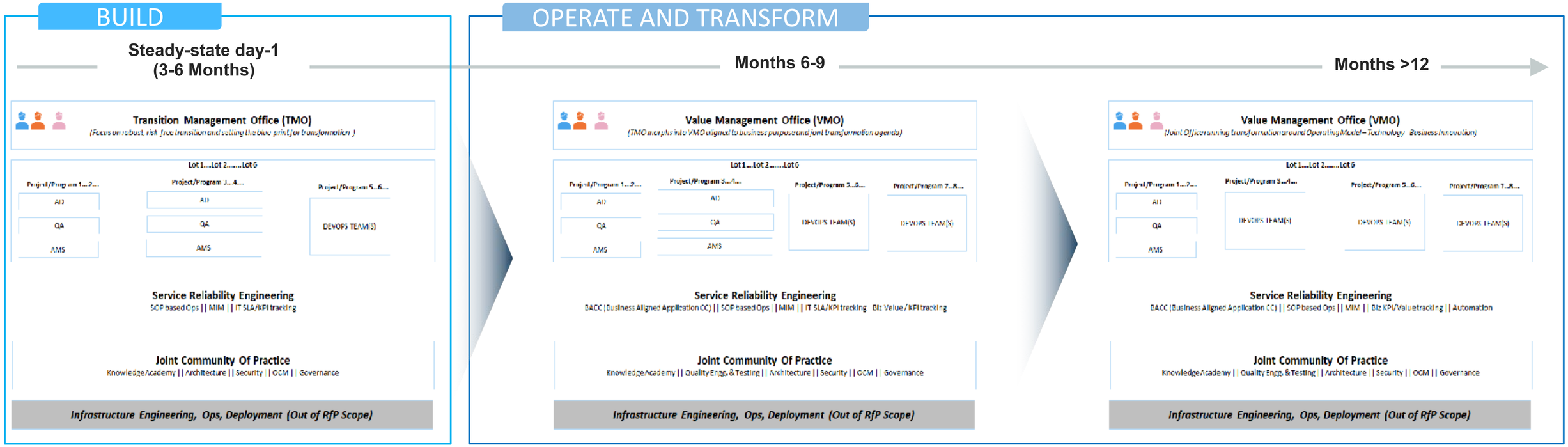
Technology Roadmap and Business Innovation

Zunächst erstellen wir BluePrints und Bedarfsanalysen für die verschiedenen Anwendungspakete mit den technologischen und geschäftlichen Zielen. Dazu gehören Integration, Data Exchange, Cloudifizierung sowie die Automatisierung von Technologien. Wir identifizieren Möglichkeiten zur Verbesserung der Geschäfts-prozesse, zur Digitalisierung der Kundenbeziehungen, zur Anbindung von Partnern und zu neuen Ertrags-quellen. Hierfür richten wir ein Value Management Office ein, um diese Ziele zu verfolgen und umzusetzen.

Flexibility & Innovation through
- Cloud first approach
- Data driven and busines value driven initiatives
- Perpetual state of transformation

Wir haben eine klaren Plan für die Evolution des vorgeschlagenen Operating Models

Mit unserem Ansatz wollen wir die Zurich Mitarbeiter mitnehmen und an der Transformation in Richtung DevOps aktiv teilhaben lassen. Wir sind deshalb gerne bereit, diese Roadmap an den für Zurich geeigneten Zeitrahmen anzupassen.



- Focus on **risk free transition** - Post-transition model; **Zero disruption** to business
- Set up **Service Reliability Engineering** for SLA governance, MIM and SOP based operations
- Create **Knowledge Academy**
- Create **Blueprint for Agile/DevOps**, **Technology Transformation** (Cloud, API, Data) **and Cognitive Automation** (IT Ops, Testing and User Experience)

- Create **VMO** to oversee transformation
- Increase **Agile/DevOps adoption**
- **Shared team** for non-functional testing services
- Start implementing **Quick-wins for Automation**
- Start **implementing low hanging fruits** for Technology Transformation/modernization
- **Integrated Command Center** set up for unified monitoring

- **Fully business aligned teams** and **Target Operating Model**
- **Command Center upgraded to be Cognitive** and capable of **tracking Business KPIs and value**
- Enter a self reliant and governed state of **perpetual optimization and transformation**

Strategy 1

REDUCE DETAILS WHERE POSSIBLE

Unser Wertversprechen – Ihr Nutzen

STRATEGISCHE TCS INVESTMENTS ALIGNED TO FUTURE

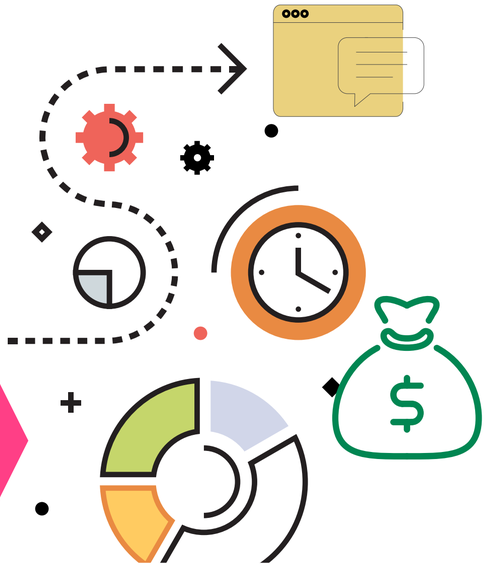
- **3,6 Mio. EUR Transformation Fund** für Business & Technologie Transformationen als Investment, sowie
  1,5 Mio. EUR Investment für Ignio™

RIGOR & TECH EXCELLENCE

- >40 % Reduzierung in MTTR
- 30%-40% Incident Reduction
- 40%-60% Cloud usage by 2023
- API – Data – Automation FIRST
  >90% re-usability across portals

TCO-REDUZIERUNG

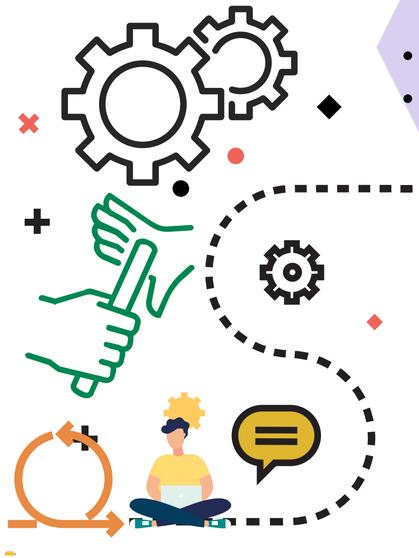
- 35%-45% savings in RUN
- 30%-50% App-Infra Opex mittels Cloudification



Force “Multiplier” For Good

BUSINESS CENTRICITY

- Business aligned IT
- >30% Customer Self Service



AGILITY AND AUTOMATION

- 30% - 40% efficiency in Operations and Testing
- >25% Process Automation
- 3X increase in velocity

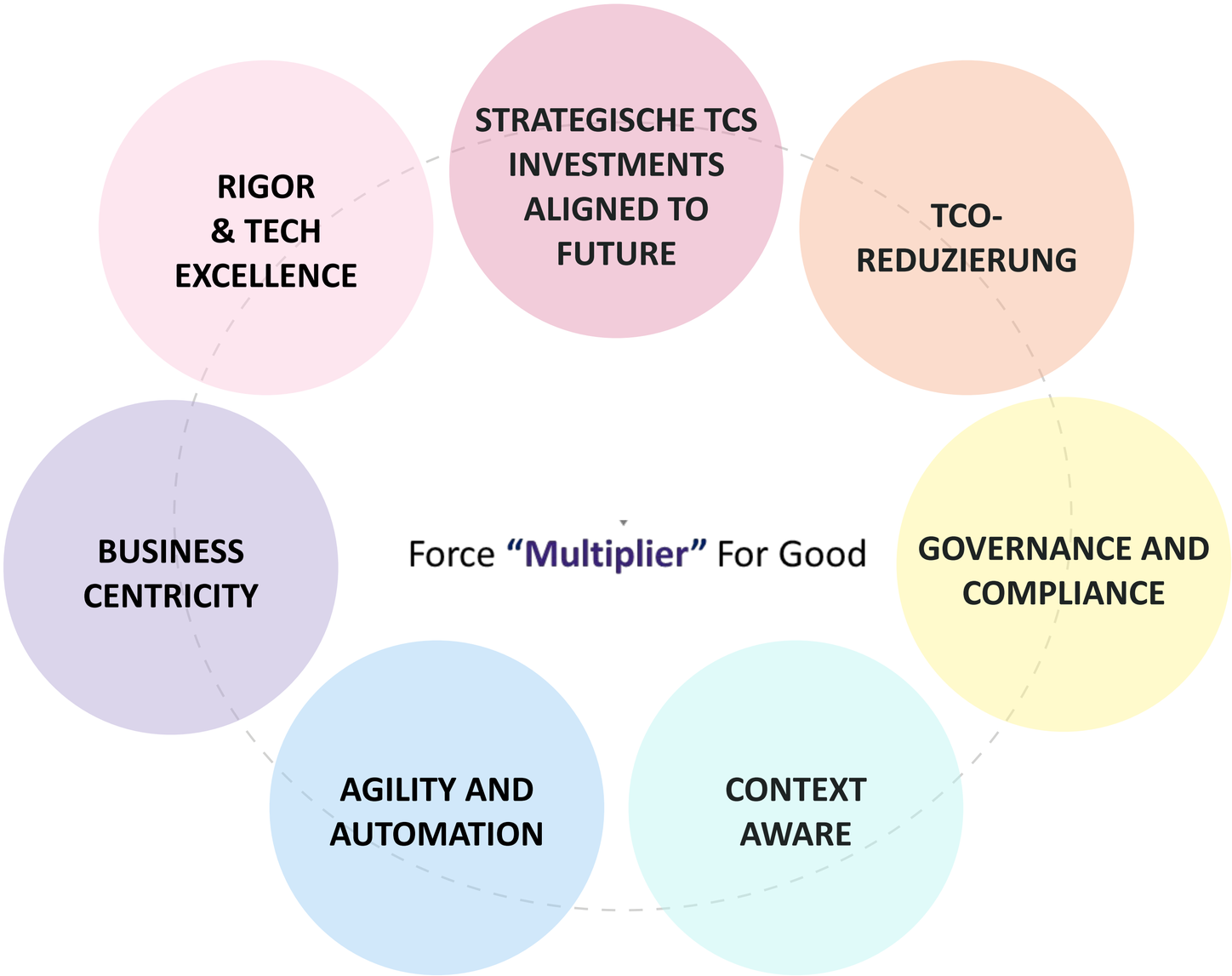
GOVERNANCE AND COMPLIANCE

- Self Governed Product Teams
- 100% business metrics aligned Digitised Governance
- Assured Business Resilience, IT Security, and Regulatory Compliance

CONTEXT AWARE

Workforce sustainability is Core
Wir helfen Ihnen, Kontrolle und Kontext zurück zugewinnen, indem wir Sie dabei unterstützen Ihre strategische IT zu transformieren, wieder in ihre Talente zu investieren, die Zurich Knowledge Academy aufbauen
und die Vorteile der TCS Digitale Lernplattform kennenzulernen

Unser Wertversprechen – Ihr Nutzen



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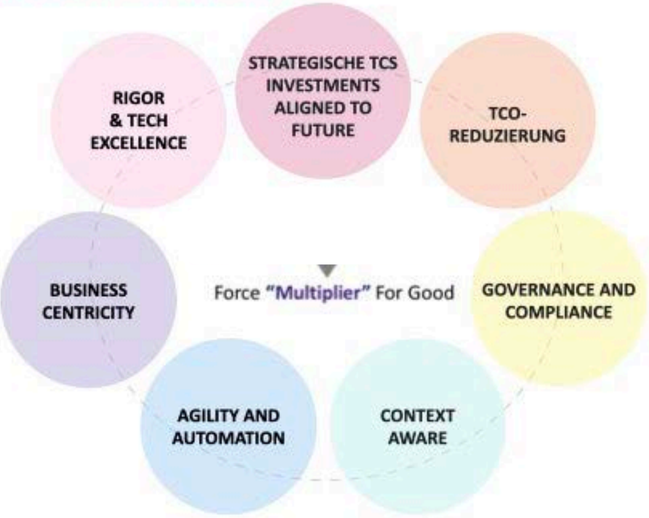

Mit dem DevOps Modell ändern sich auch die SLA‘s und Metriken

Mit der von von uns angebotenen Transformation in Richtung eines DevOps Modells sollten auch die SLAs und Metriken geändert werden. Wir zeigen hier beispielhafte Metriken, wie wir sie auch bei anderen Kunden im Einsatz haben.

	PORTFOLIO	PROGRAM	TEAM
FLOW	**CYCLE TIME** *Average time from start of the business process to completion across cycles of execution*	**DEPLOYMENT FREQUENCY** *Measure of how frequently the team deploys code into higher environments/ production as applicable.*	**VELOCITY STABILITY** *Range of velocity for a team velocity : No of stories completed in a sprint*
VALUE	**EPIC BURN UP** *Rate of completion of Epics over PIs / Sprint*	**SAY DO RATIO STABILITY** *% Story points accepted vs. committed*	**SPRINT DISRUPTION** *Measure of story points added and removed post sprint planning*
QUALITY	**NET PROMOTER SCORE** *End Customer Satisfaction Index*	**% GREEN BUILDS** *Ratio of first-time error free builds to the total builds within a PI*	**ESCAPED DEFECTS** *%defects that escaped into the production vs. total defects*
SECURITY	**Technology Risk for Portfolio** *Overall Tech risk that the portfolio carries with regards to h/w,s/w and people*	**% Security Debt Infused** *Security debt infused due to custom code or configuration produced by the Program*	**% Unattended Security Events** *% of unattended security vulnerabilities both from prod as well as during the Dev Cycles*

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Beispielhafte Metriken

	PORTFOLIO	PROGRAM	TEAM
FLOW	Cycle Time	Deployment Frequency	Velocity Stability
VALUE	Epic Burn Up	Say Do Ratio Stability	Sprint Disruption
QUALITY	Net Promoter Score	% Green Builds	Escaped Defects
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Strategy 2

SPREAD INFO ACROSS MORE SLIDES

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Wir haben unsere ADM-Servicelösung basierend auf 3 wesentlichen Lösungsprinzipien entwickelt



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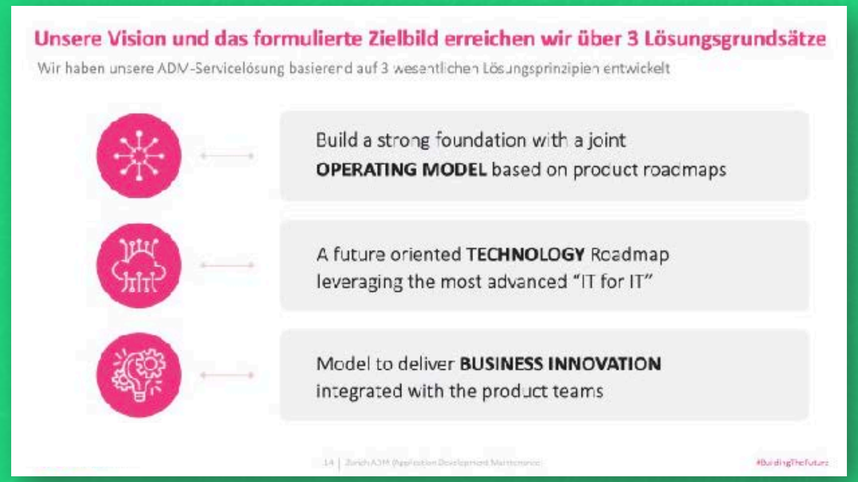
#BuildingTheFuture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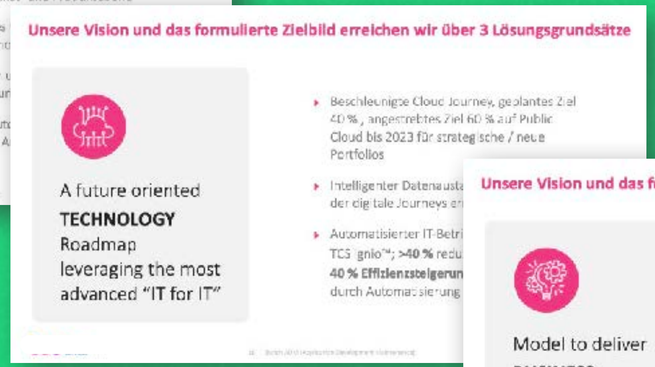
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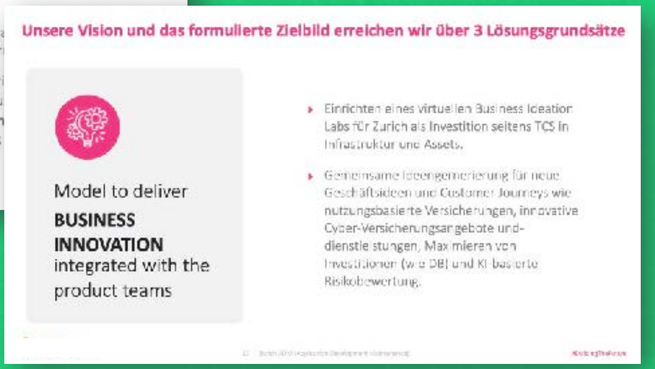
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The challenge

NOT EVERYTHING IS SIMPLE!

Complex **problems** sometimes require **complex** solutions

How to deliver more
COMPLEX SLIDES

Strategy 3

Ensure they understand the

KEY MESSAGE OF EACH SLIDE

Green IT Solution Framework for 'Impulse'

impulse renew

Scope 1

Direct Emissions from operated assets and facilities

- ***IoT based Energy Management System (covers both scope 1 and scope 2)**

Scope 2

Indirect emissions attributable to energy consumption by sites

Duty of Care

- 'Duty of Care" for assets (devices) disposal and recycling
- Timely refresh of devices, parts replacement to enhance usable life of assets
- Proactive asset reconciliation

Automation

- Automation of frequent service requests like 'password resets' to reduce the no of calls to service desk
- Encouragement towards using self-services
- Chatbots

Green Workstation

- Green workstation practices (Standby, hibernate, off)
- Safety/Green messages push notifications
- Employee engagement through **Gamification** on green practices

Scope 3

Indirect emissions as part of value chain activities

First time Resolution

- Resolution provided in first visit of mobile and remote workers to reduce no. of site visits

Green Delivery

- Delivery from Green and Safe Delivery Centers (building designs)
- SBWS to reduce travel of associates to offices
- **Reporting of CO2 footprint for TCS-TOTAL associates at TCS premises**

Virtualization

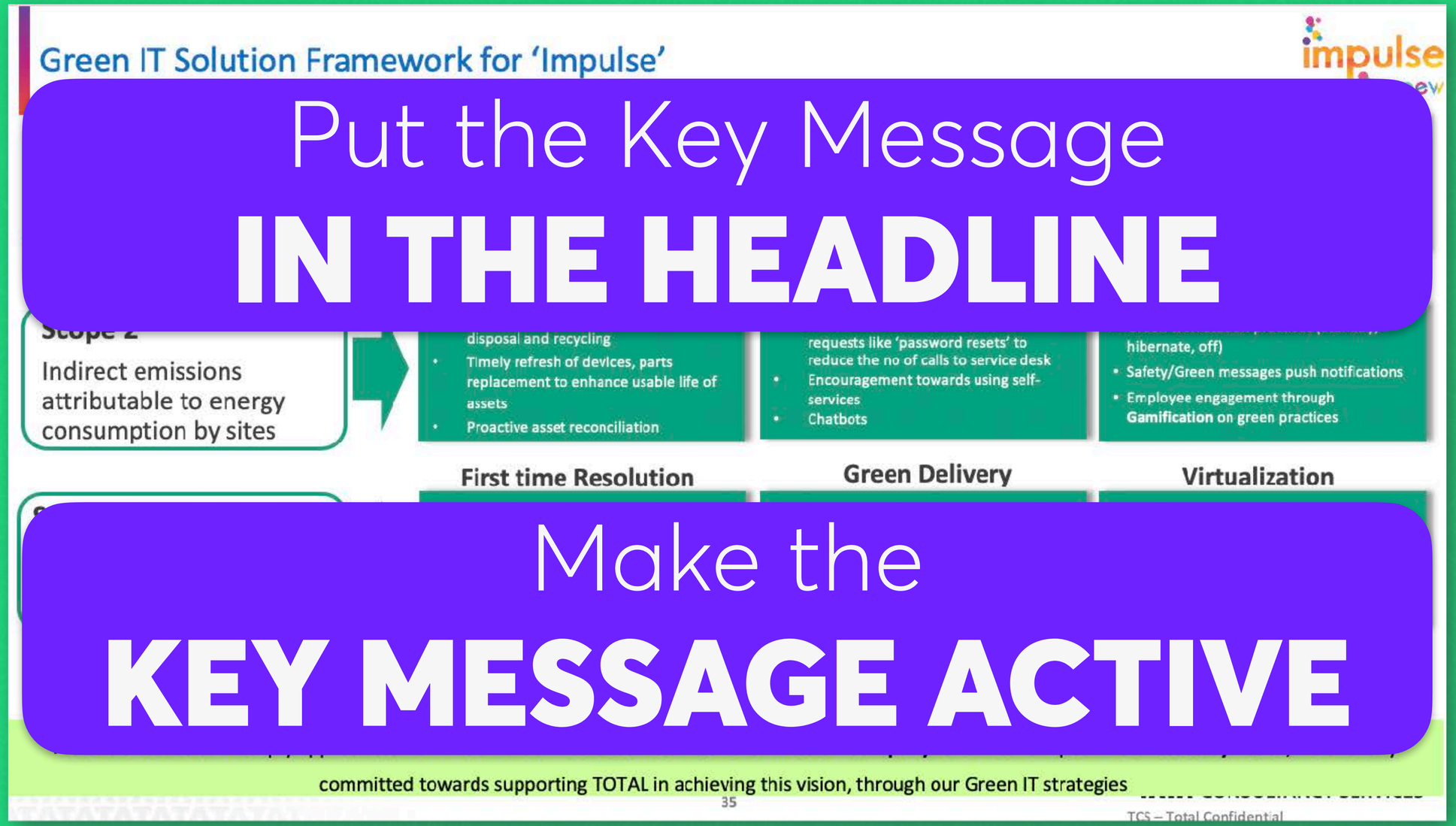
- Remote support through **'Avatar'** based virtual agents
- Augmented Reality/Virtual Reality
- IT Virtual Kiosks

TCS is proposing IoT based Energy management System in the 'supplementary proposal' document, which has helped significantly in reducing the carbon footprint under Scope 1 and 2 at TCS sites as well as our industrial customers sites.

TCS understands and deeply appreciates TOTAL's ambition **"to become a Net Zero Emission Company for all its European Businesses by 2050"**; we are fully committed towards supporting TOTAL in achieving this vision, through our Green IT strategies

Best 3 Minutes

best3minutes.com


Green IT Solution Framework for 'Impulse'
impulse
Put the Key Message
IN THE HEADLINE
Indirect emissions attributable to energy consumption by sites
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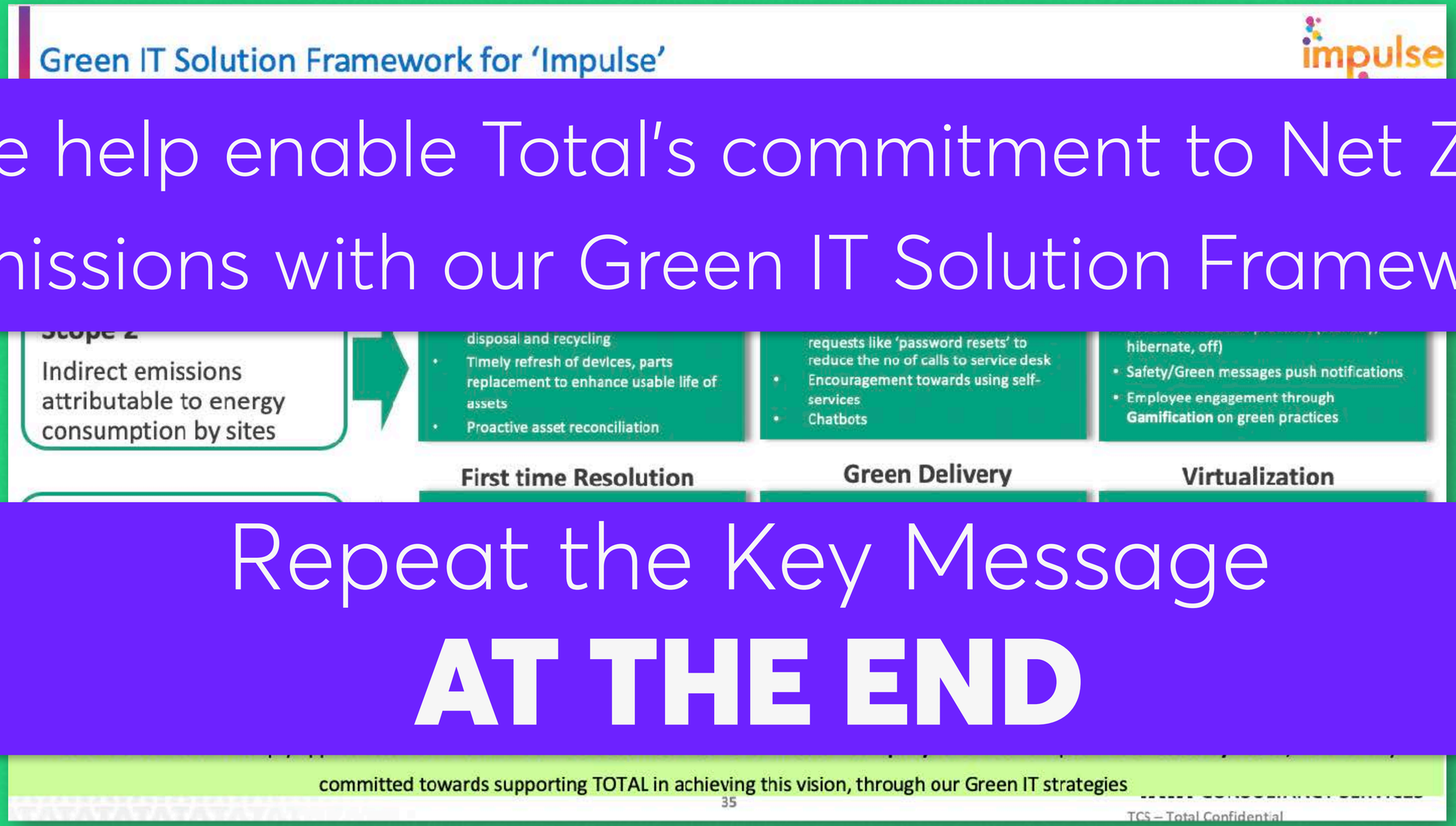
Chatbots
hibernate, off)
Safety/Green messages push notifications
Employee engagement through Gamification on green practices
First time Resolution
Green Delivery
Virtualization
Make the
KEY MESSAGE ACTIVE
committed towards supporting TOTAL in achieving this vision, through our Green IT strategies
35
TCS – Total Confidential



We help enable Total's commitment to Net Zero Emissions with our Green IT Solution Framework

Repeat the Key Message

AT THE END

A growing catalogue of **User Cases**

70+ USER CASES



+ Team Communication Empowerment, + Ergonomics, + Gesture Based Feedback, +...

Flexible
Adapts to new tools as they become available

+

Scaleable
New User Cases are added to the Product Roadmap

Our growing catalogue of **User Cases** will expand to include new tools and country specific needs as demand develops

70+ USER CASES



+ Team Communication Empowerment, + Ergonomics, + Gesture Based Feedback, +...

Flexible
Adapts to new tools as they become available

+

Scaleable
New User Cases are added to the Product Roadmap


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Help them understand the detail

WITH ANIMATION

The basic principle **OF ANIMATION**

Ensure they **LOOK** at

WHAT you are talking about

WHEN you are talking about it

TCS Secure Borderless WorkSpaces™ (SBWS™) Framework enabling the Vision

SBWS™ Digital Workplace

SBWS™ Adoption

SBWS™ People Engagement

SBWS™ Infrastructure

SBWS™ Work Delivery

SBWS™ Talent Management

SBWS™ Security

SBWS™ Analytics

SBWS™ Wellbeing

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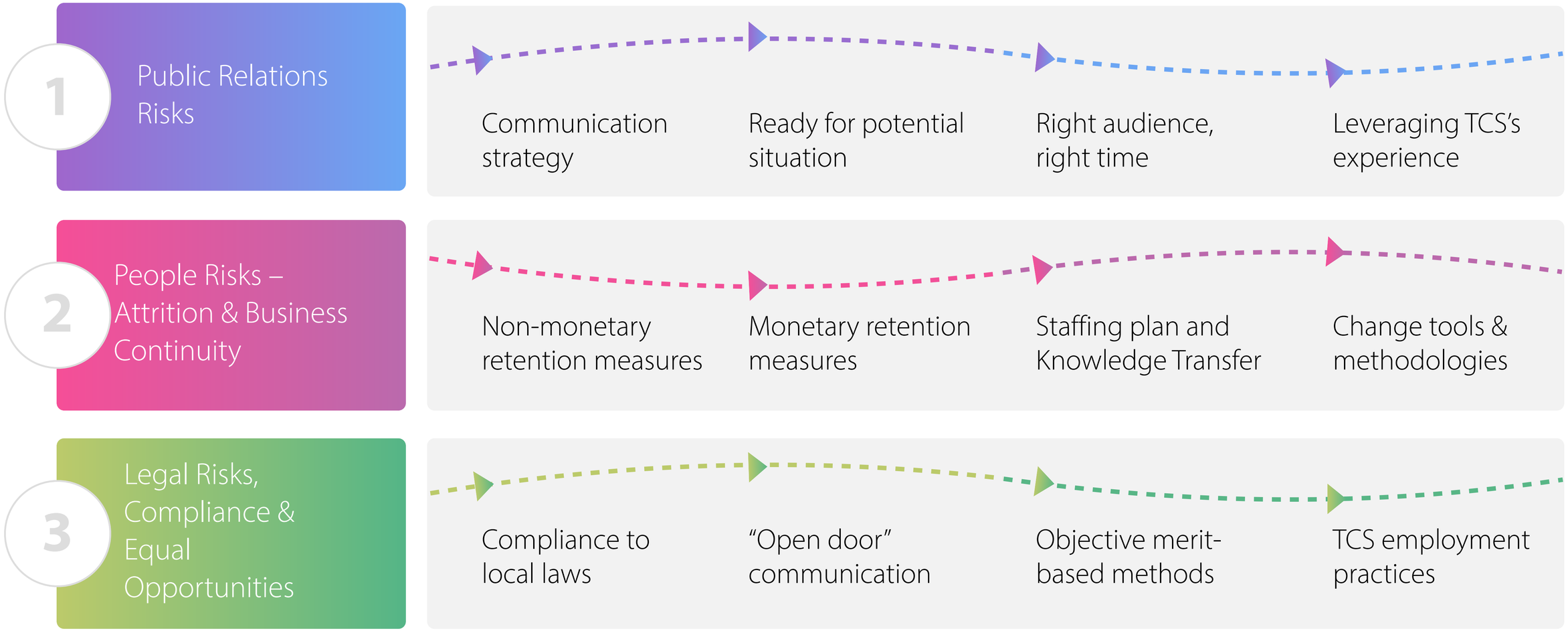
SBWS™ Security

SBWS™ Analytics

SBWS™ Wellbeing

A proven process for Key People Transition, Business Continuity, Talent Retention and Compliance



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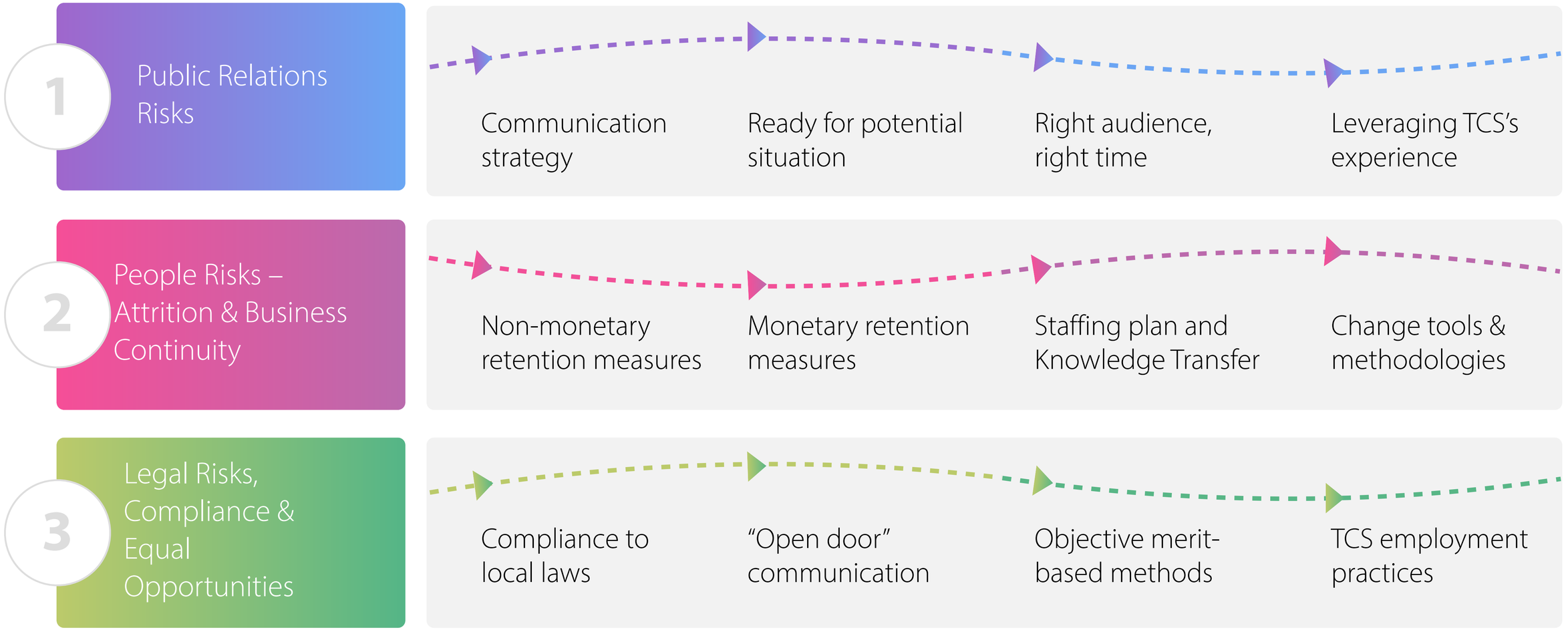

Machine First | Machine to Machine Interaction

1

AI Chatbot with ML capability

2

Predictive correlation of issues across multiple desks

3

Leverage existing tools & enhance capability

ENABLERS

DWS UI

AI Chatbot

DIGITAL WORKPLACE STUDIO

KB

DIGITAL WORKPLACE STUDIO

Microsoft System Center Configuration Manager

now

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now

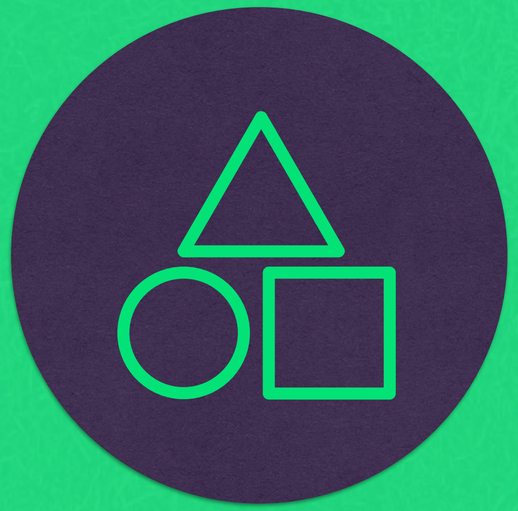
Use the simplest animation

FADE: 0,75 SECONDS :-)

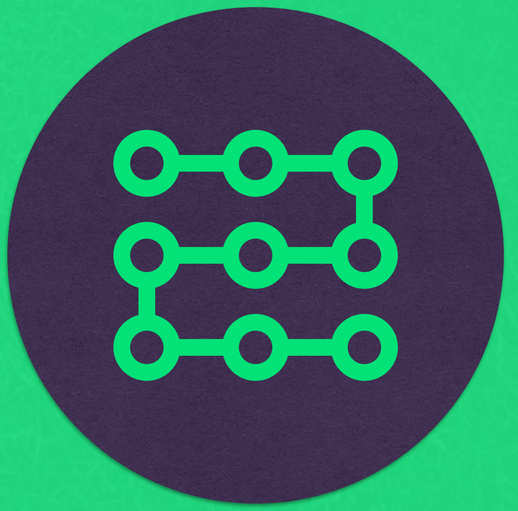
Online presentation
ANIMATION



CONSIDERED



SIMPLE



CONSISTENT