

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **42,000+** Professionals

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Workshop **#1287**


We are all trying to
CONVINCE BUSY PEOPLE


Prepare you to
PITCH TO LEADERSHIP

The tightrope you walk
IN PITCHES TO LEADERSHIP



"We understand the **detail** to manage the task **complexity**"

"We give you **clarity**, so you understand the **value proposition**"



Marketing Assistant

Canon



COUNTRY DIRECTOR

The Presenter



The Listener




12%
76%







LONG STORY

SHORT



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

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME

Hmm…
sounds **Ok** but…
I don't think that works in
real life… in the **meetings**
that I have…



Hmm…
sounds **Ok** but…
I don't think that works in
real life… in the **meetings**
that I have…



Please
CHALLENGE!



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



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30 Seconds to someone you don't know so well

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No Other Instructions

LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?

What is **A PITCH?**

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



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** a **busy** person to **take action**


TOOLS

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Leadership (and How to Fix it)



Let's Build & Test a 2 Minute Pitch!

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 work



They understand **EVERYTHING...?**

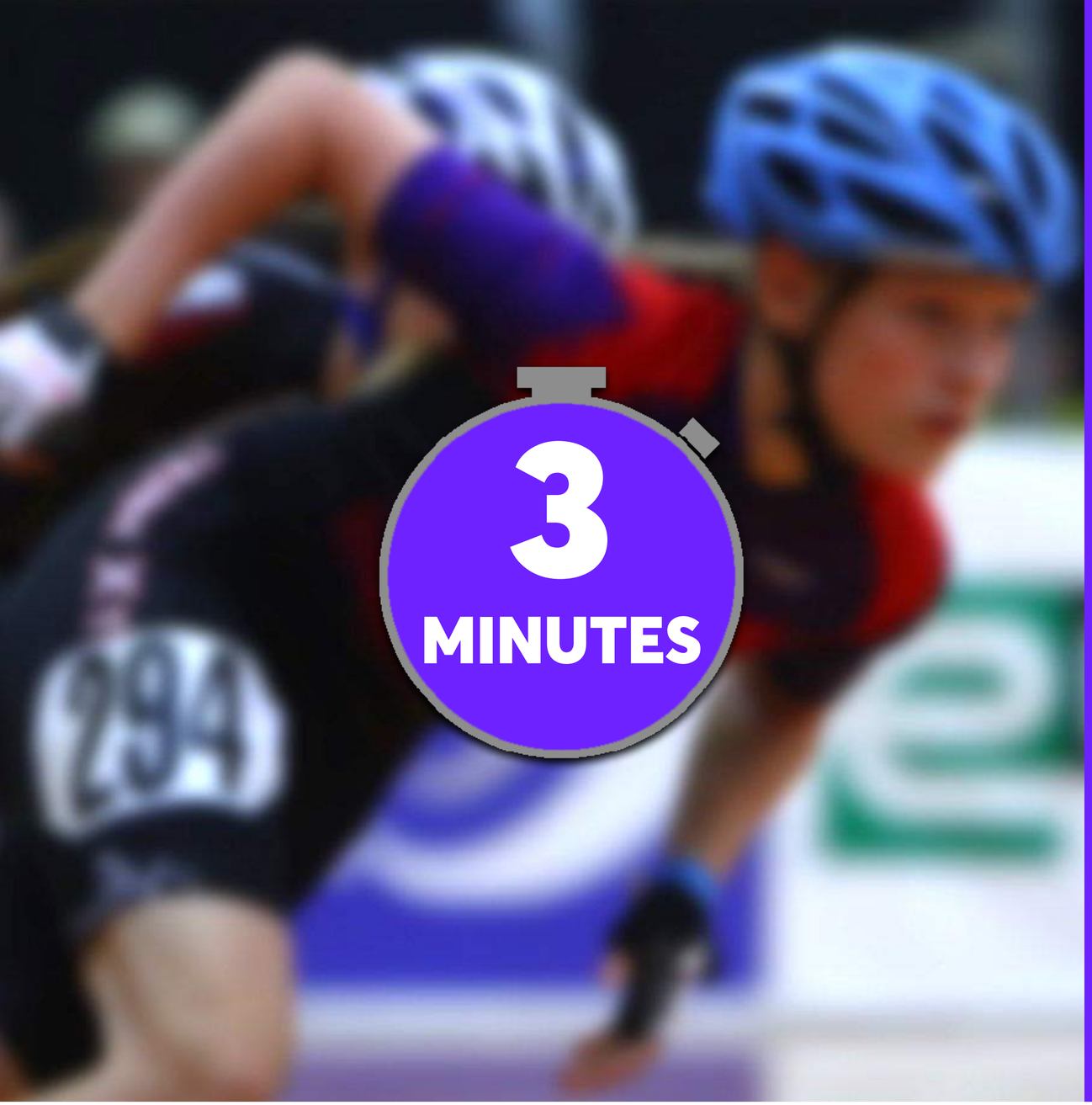
The basis of
ANY GREAT PITCH



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



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**?
(Internal/external)

What **problems** do they face?

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

How to talk about
CUSTOMER PAINS

"What they are struggling with is…"

"They are losing time
every day because…"

"What's driving them crazy is…"

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How to talk about
CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."

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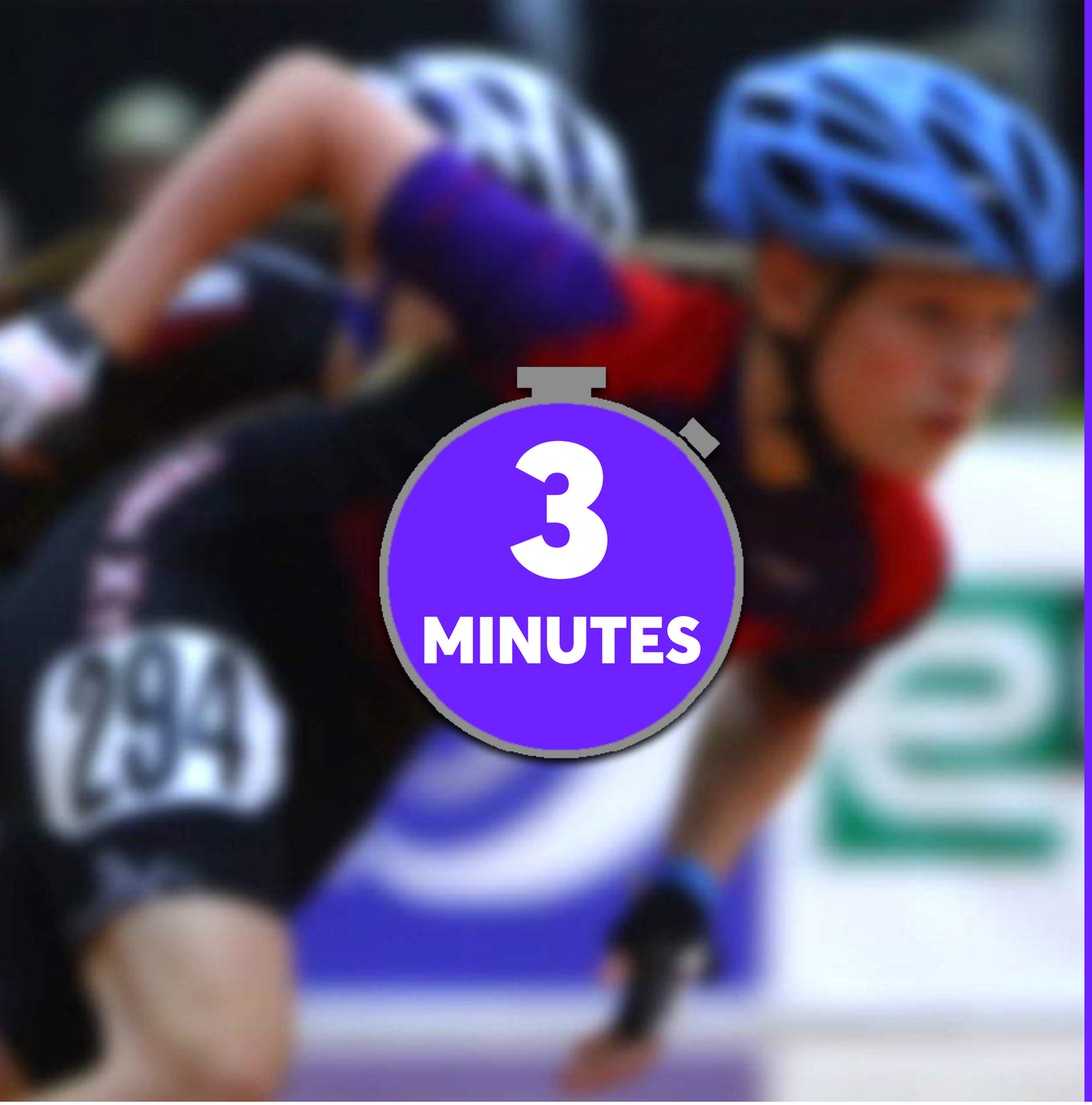

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(Internal/external)

What **problems** do they face?

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

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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:

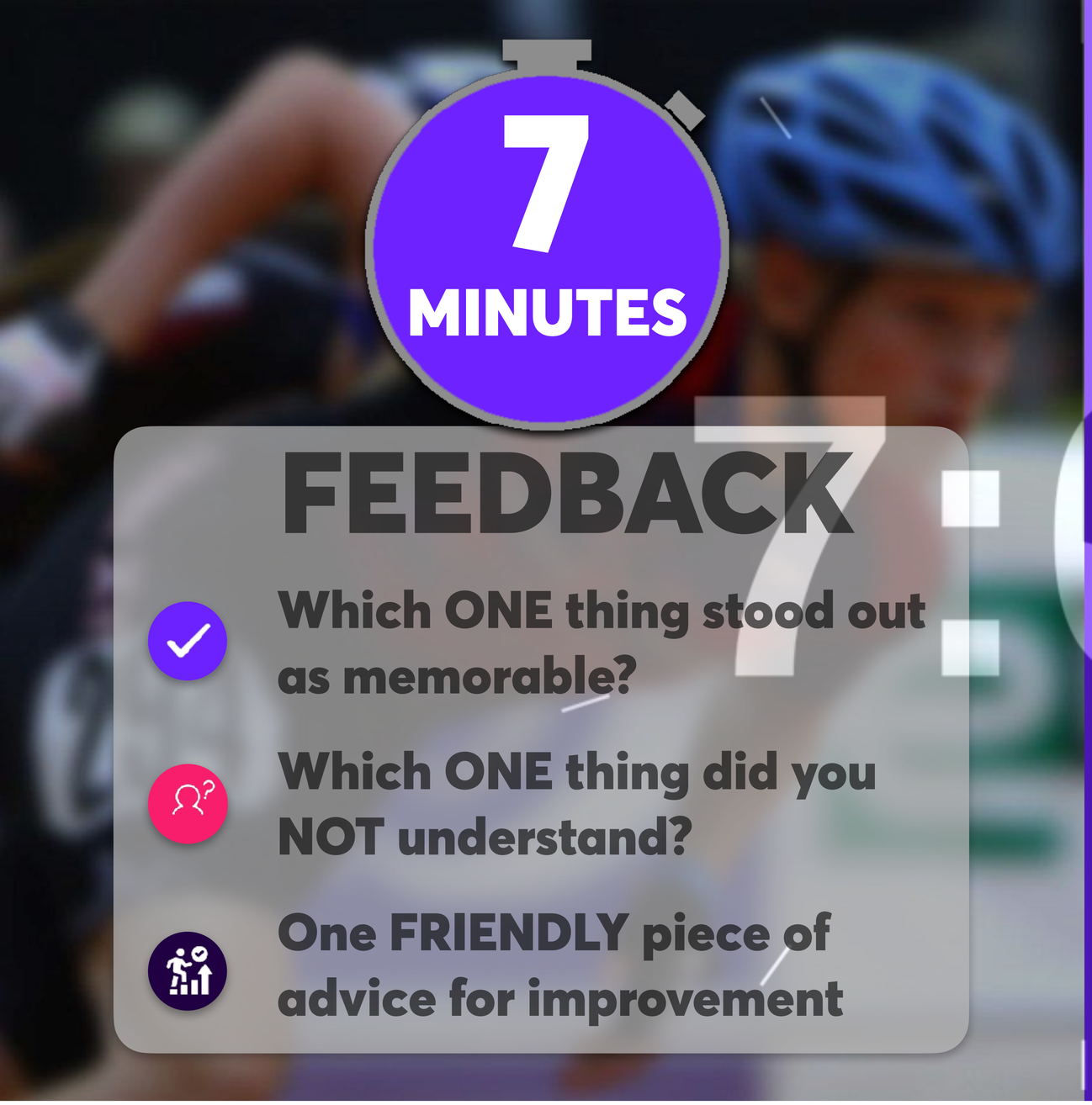
25 seconds, 4 sentences

What do **you** do?

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

What **problems** do they face?

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



7 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

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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


Prepare you to
PITCH TO LEADERSHIP

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Leadership (and How to Fix it)



Let's Build & Test a 2 Minute Pitch!

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




Senior Management
ARE BUSY PEOPLE


12%
76%

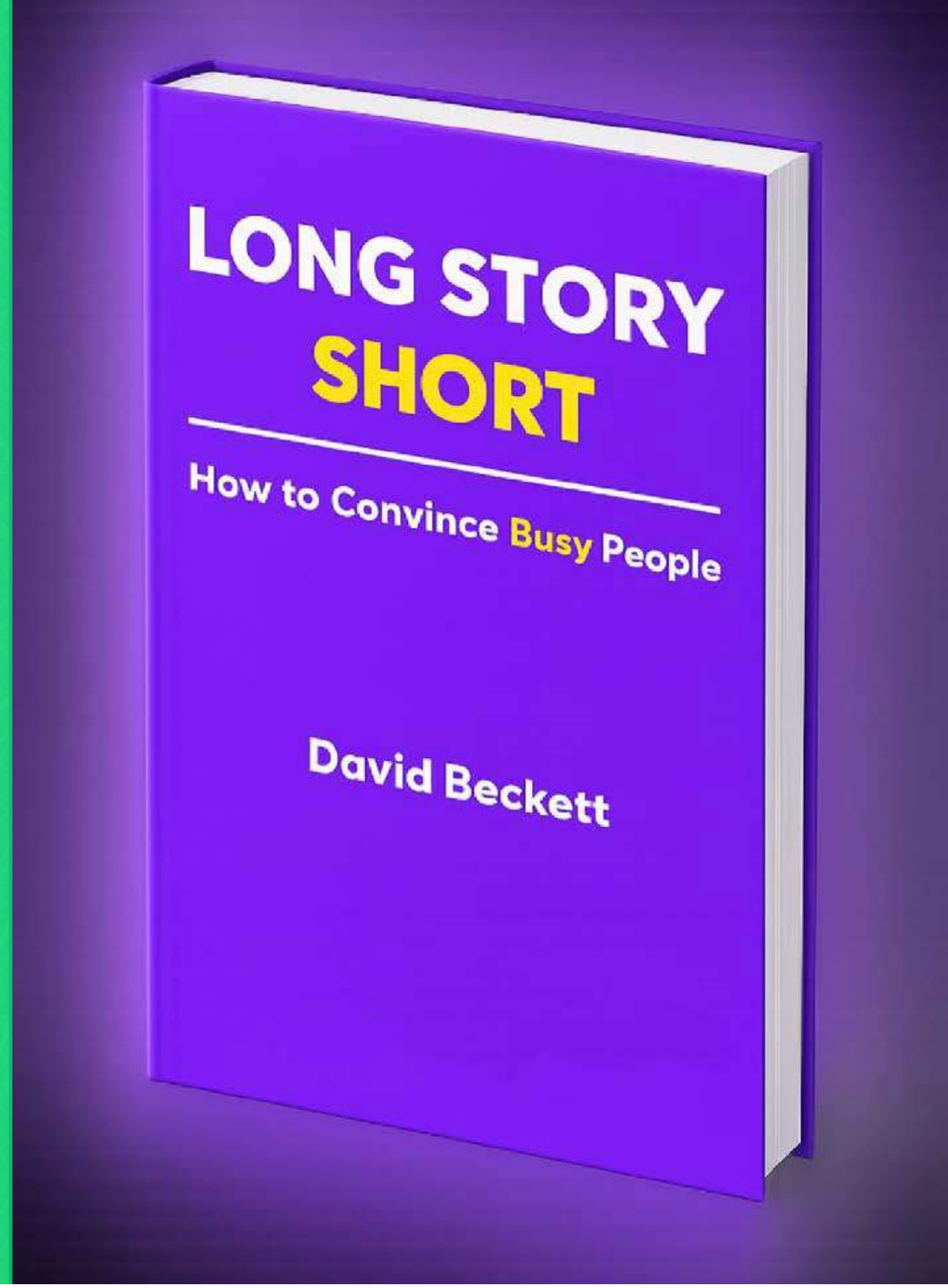


My New Book

(To be published 2026)

I'm Interviewing

SENIOR EXECUTIVES





Partner & BU Leader

pwc



Vice President Legal

tomtom



Executive Vice President

Capgemini



Strategic Planning Director

Canon



CEO NL

ENGIE



CEO NL

PARADOR



Founder & CEO

BT SOURCED



Executive Director & CEO, AEF

Alibaba

For many companies

80% PITCH MEETINGS GO WRONG



Too Much
Information



Focused on
Process, not Result



Time
Runs Out

For many companies

80% PITCH MEETINGS GO WRONG



Too much
Information



No **clarity** on
key messages



Get caught up in
data and **detail**



Slides too
complex

For many companies

80% PITCH MEETINGS GO WRONG



Focused on
Process, not Result



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



Gap: How vs Why

For many companies

80% PITCH MEETINGS 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

THE FIRST 2-3 MINUTES



Give them your BEST STUFF:

the things THEY really care about

Agenda

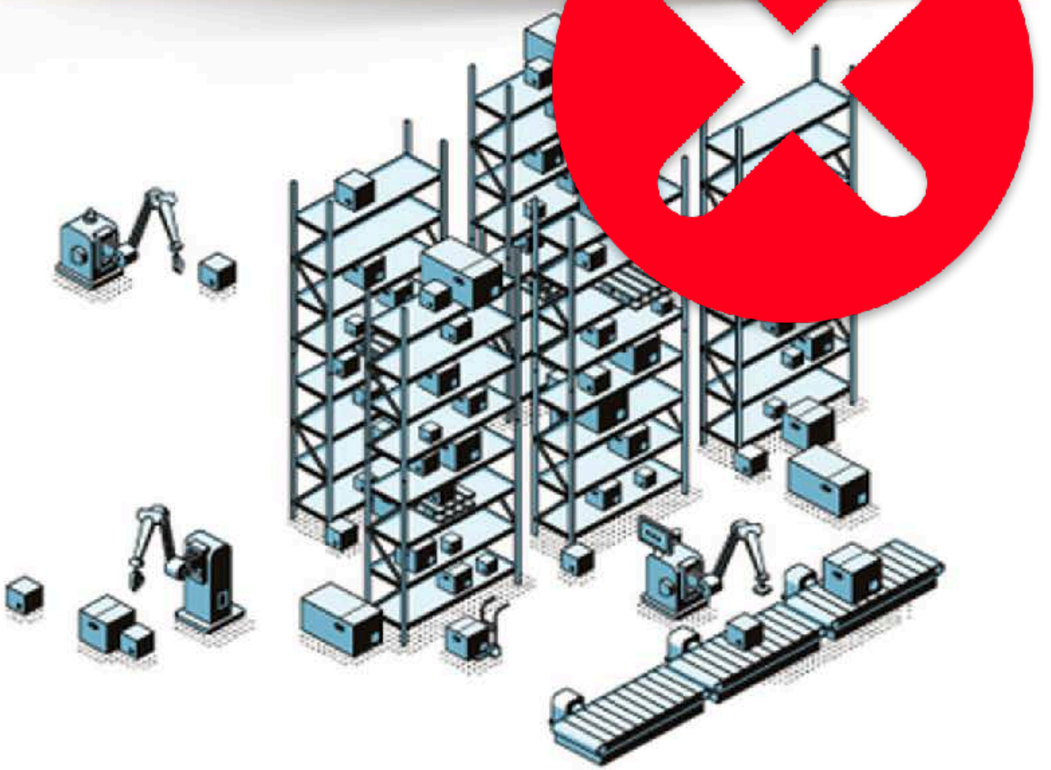


- Introduction to the project
- The research we did
- How we set up the project
- The SWOT analysis
- The Project Plan for the coming years
- Key milestones across the project plan
- The Resource analysis to bring it to fruition
- Longer term horizon to see where we go next
- Summary and questions

INDUSTRIAL RACKING SYSTEMS MA

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



The **Problem** you are solving



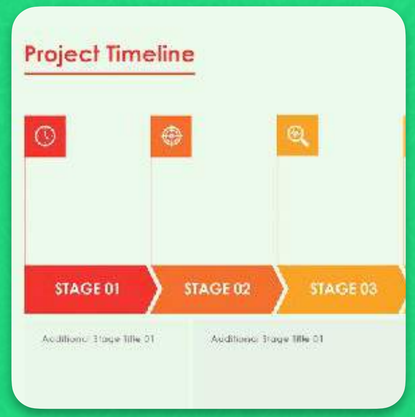
What you **Propose** to do to solve it



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**

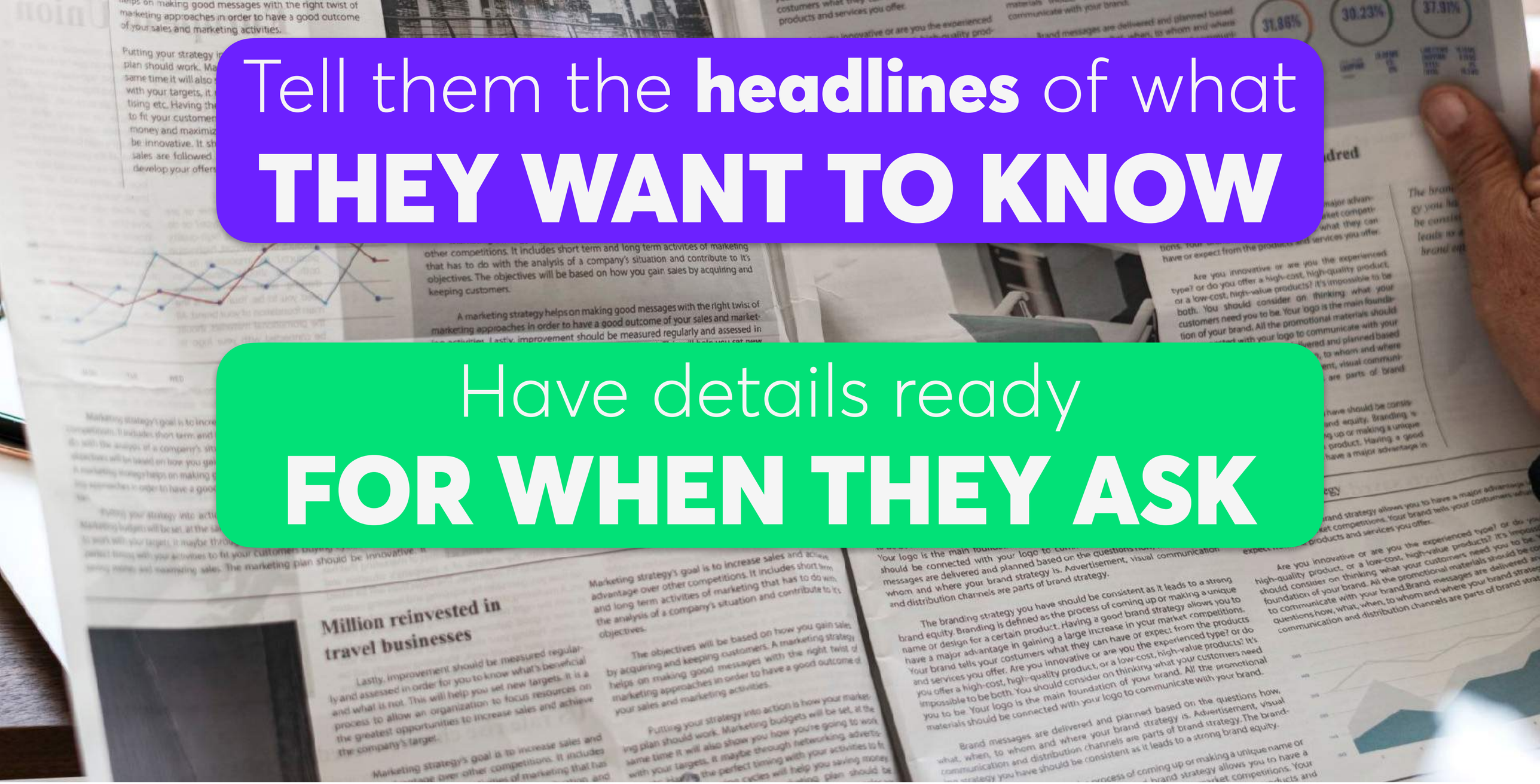
A **Better Plan** for a 30-Minute Meeting

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

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



What Goes Wrong in Meetings with Leadership (and How to Fix it)



Let's Build & Test a 2 Minute Pitch!

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**)

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




Let's do some
THINKING FIRST



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they already **know?**



ACTION STEP

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

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or low-detail?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

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

---

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What do they **already** know?

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ACTION STEP

Turn to the person next to you

Briefly explain to each other

WHO is the audience

and what they **CARE** about.



ACTION STEP

Turn to the person next to you

5

Briefly explain to each other about who the audience is, and what they **care** about.



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

Give **feedback** - by when?

Plan a **follow up** meeting

Agree to a **test phase**

Approve **resources**

Agree **project sponsorship**



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

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



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

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




STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...



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


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



The **Problem** you are solving



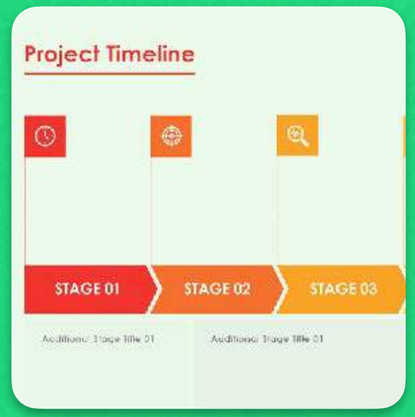
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time



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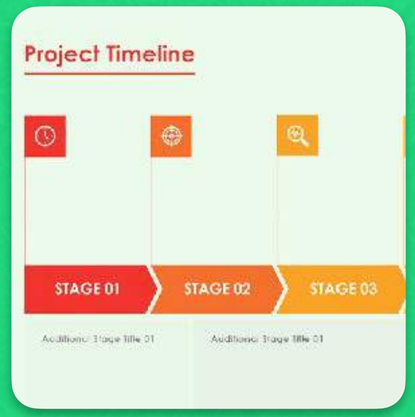


Timeline and next steps



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?



PAIN

"We need to move our 6 data systems into one combined system"



PAIN

"Every day I travel **1 hour by** train…"

I waste **3 hours** per week

Over **100 people** struggling with the same problem

Costing the company **13,000 hours every year** - and **hundreds of thousands Euros per year**



Lost **time?**

More **cost?**

Complex steps?

Lost **customers/** opportunities?

Bad **reputation?**

Quantify it:
put a **number** on it

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



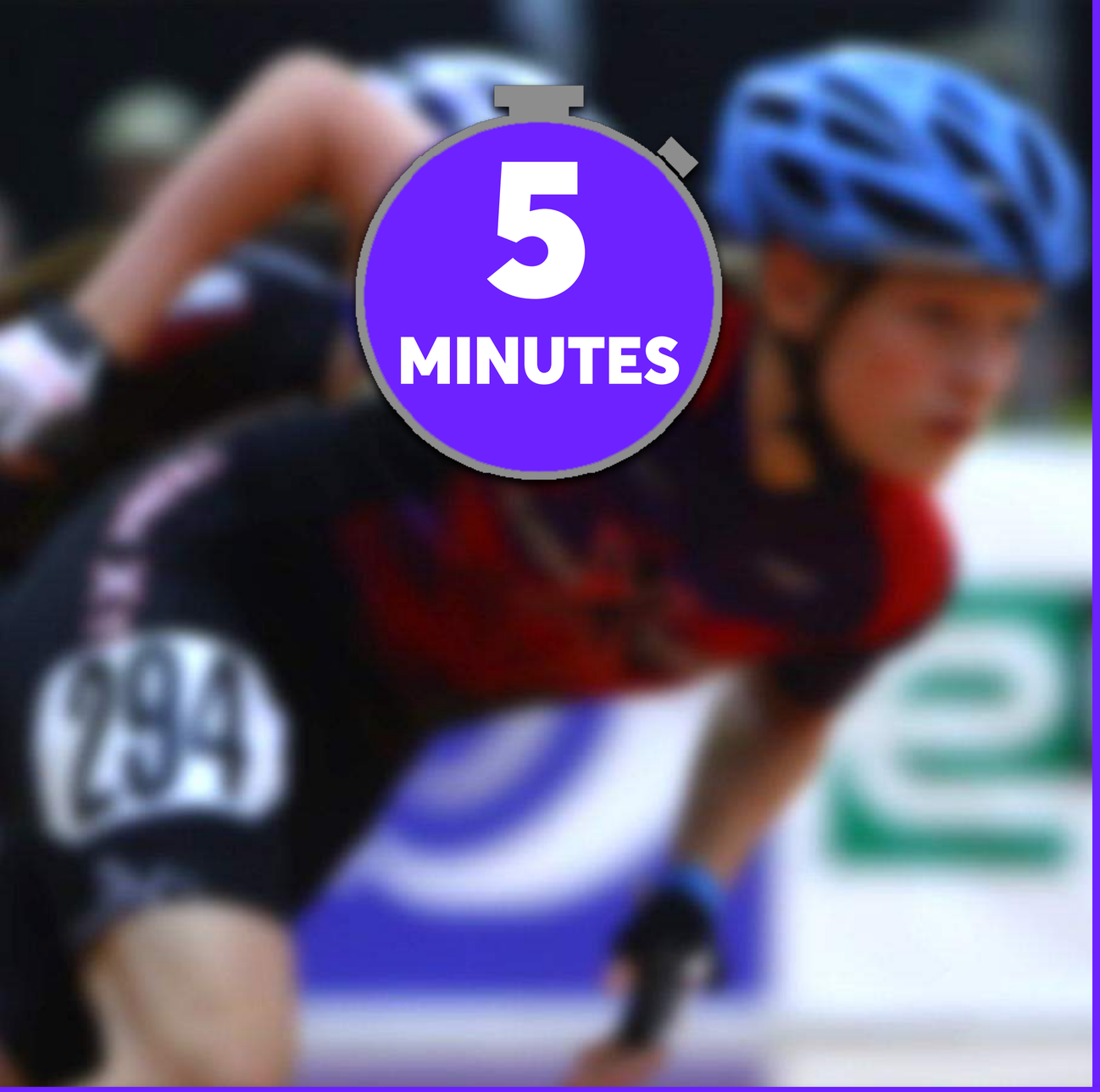
"It takes up to **72 hours**"

"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"



ACTION STEP

Brainstorm: write down
at least **5 things** about the **PAIN**

Who are the **customers/people/ organisations affected**?
(Internal/external)

What **problems**
are being faced today?

How much time, money, frustration, waste, lost opportunity?

Don't think too much: **just write**

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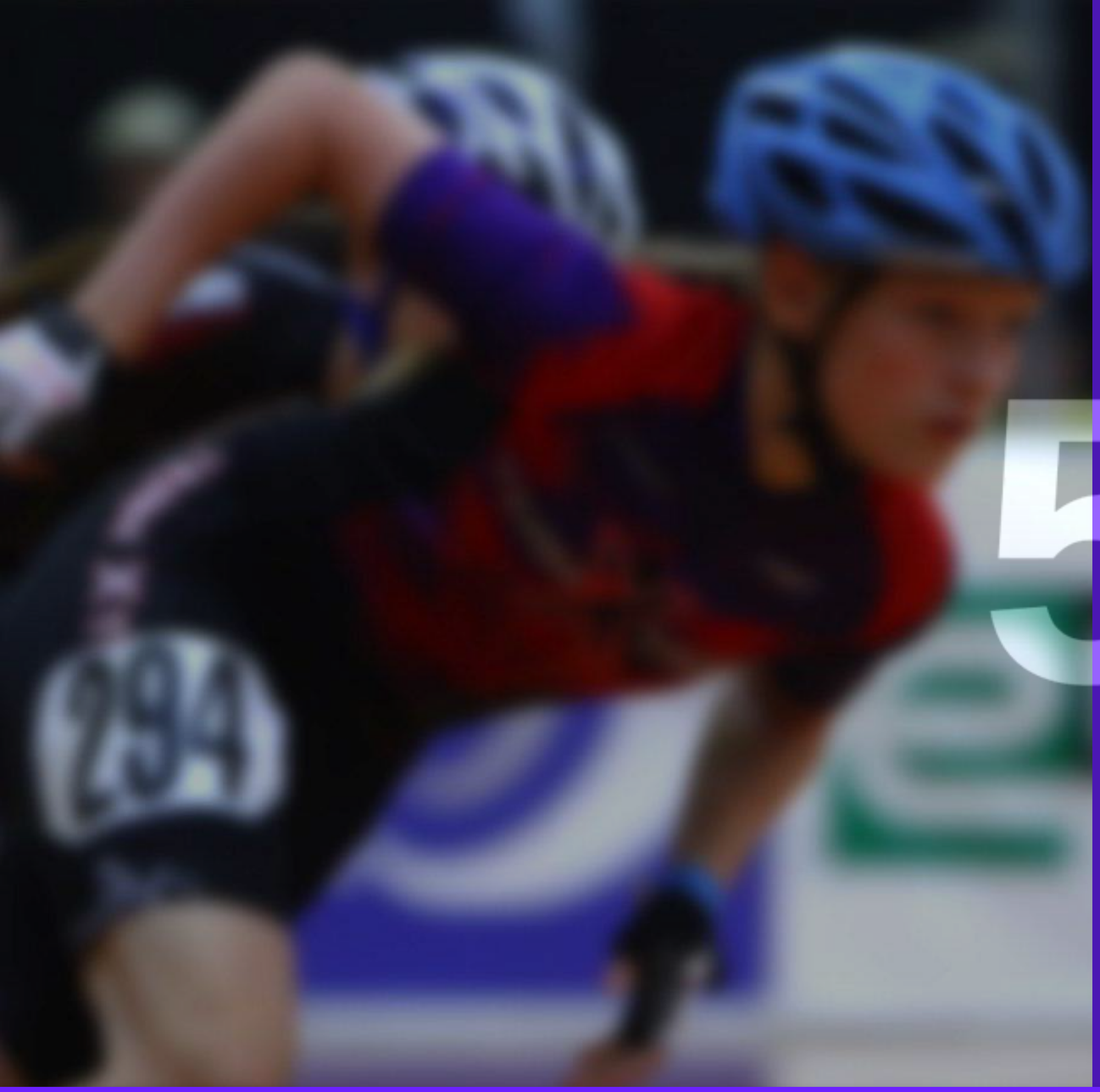

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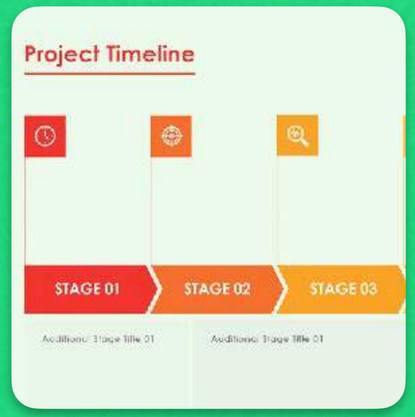


Timeline and next steps



Resources: money, time



PRODUCT

Project, Proposition, Proposal

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

NOTE: **Start** with the **Pain**, then introduce the product



WHAT WILL IMPROVE?

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

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

Be **Specific**!

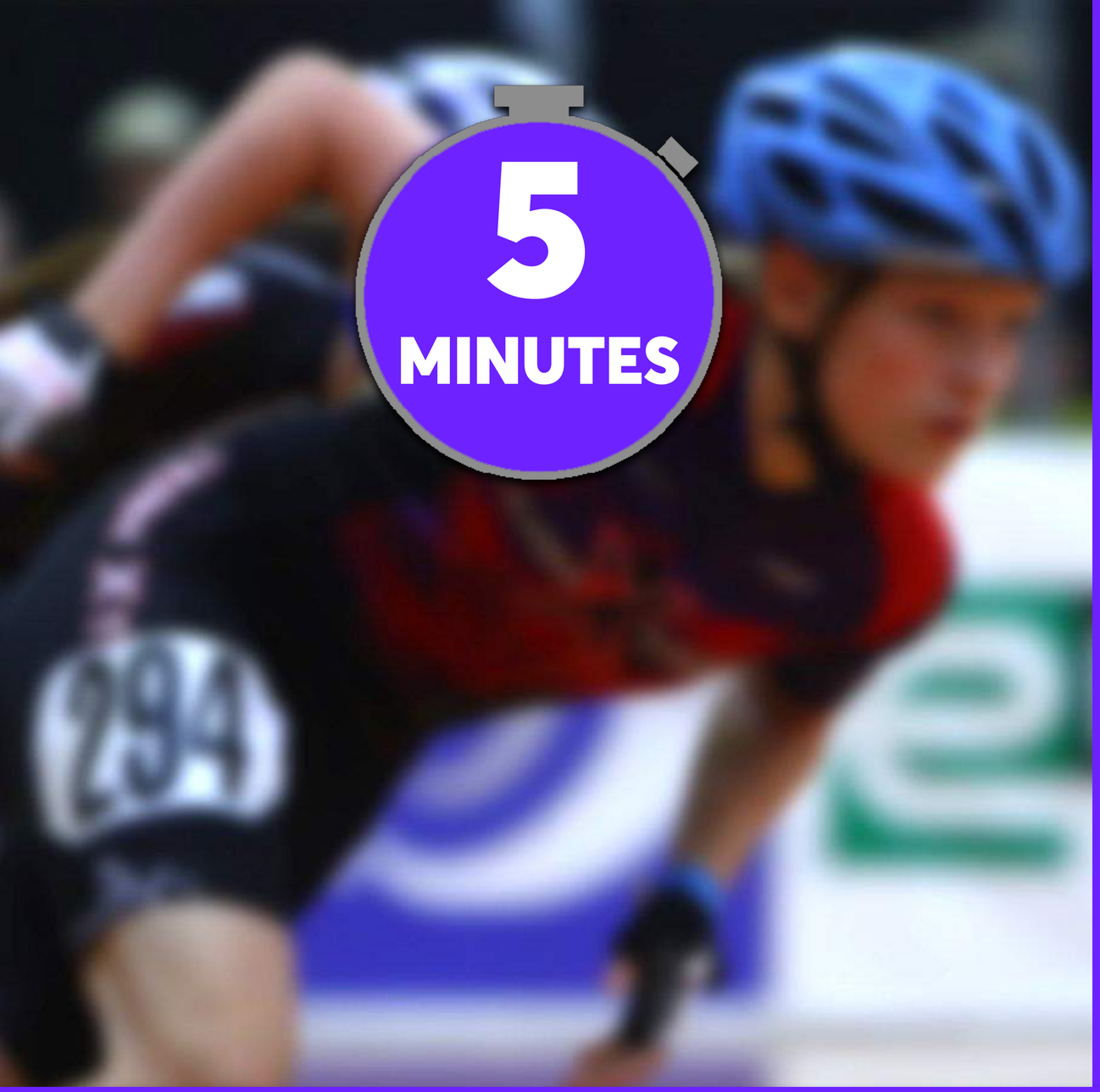




WHAT WILL IMPROVE?

Strategic Alignment

How does this improvement help the company reach its **Strategic Goals?**



ACTION STEP

Write down

3-5 things each about;

The **Product/Proposal**
to solve the problem

What **Improves** as a result:
and by **how much?**
(plus Strategic Alignment)

Don't think too much: **just write**

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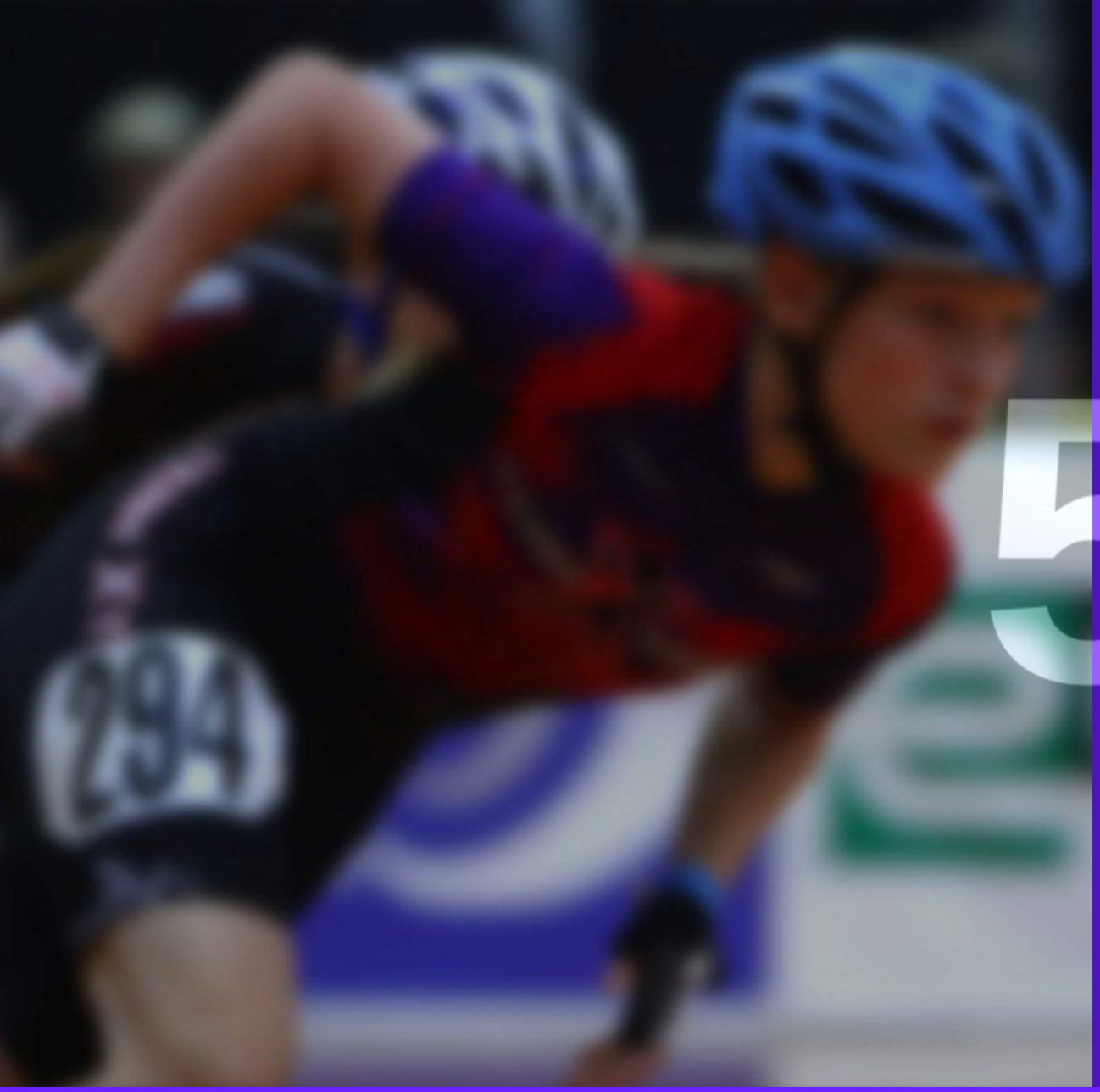

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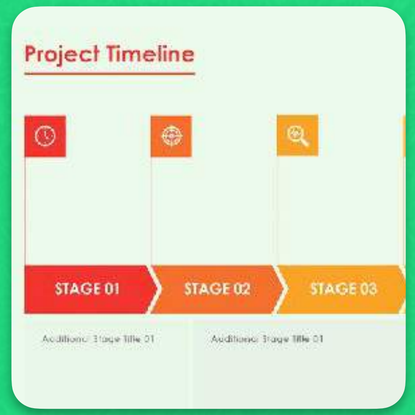


Timeline and next steps



Resources: money, time

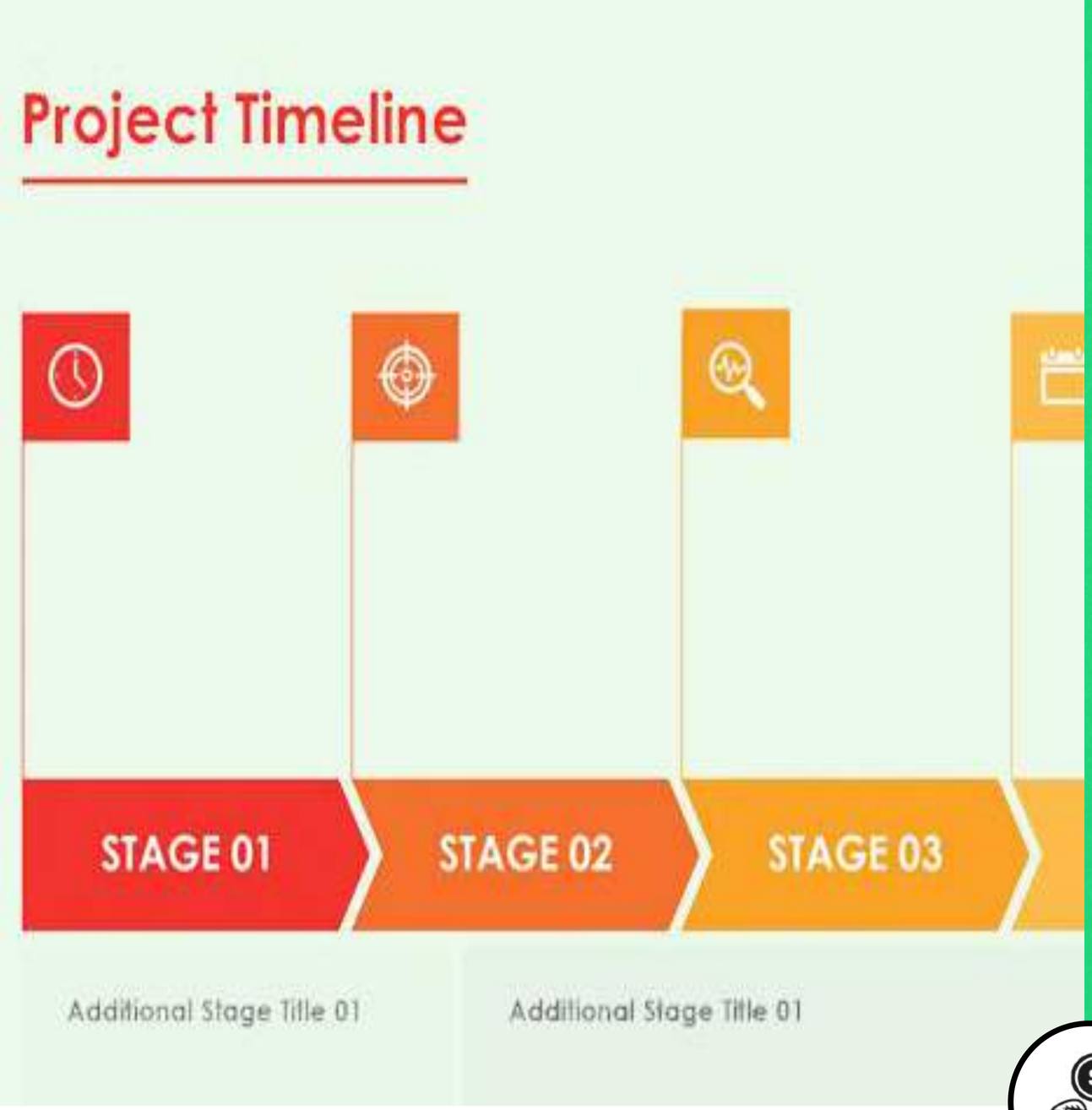


PROOF

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

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

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



TIMELINE

What happens, **when**?

What happens **next** - first steps?

Keep it **simple**: 3-4 key phases/milestones



WHAT DO YOU NEED TO MAKE IT HAPPEN?

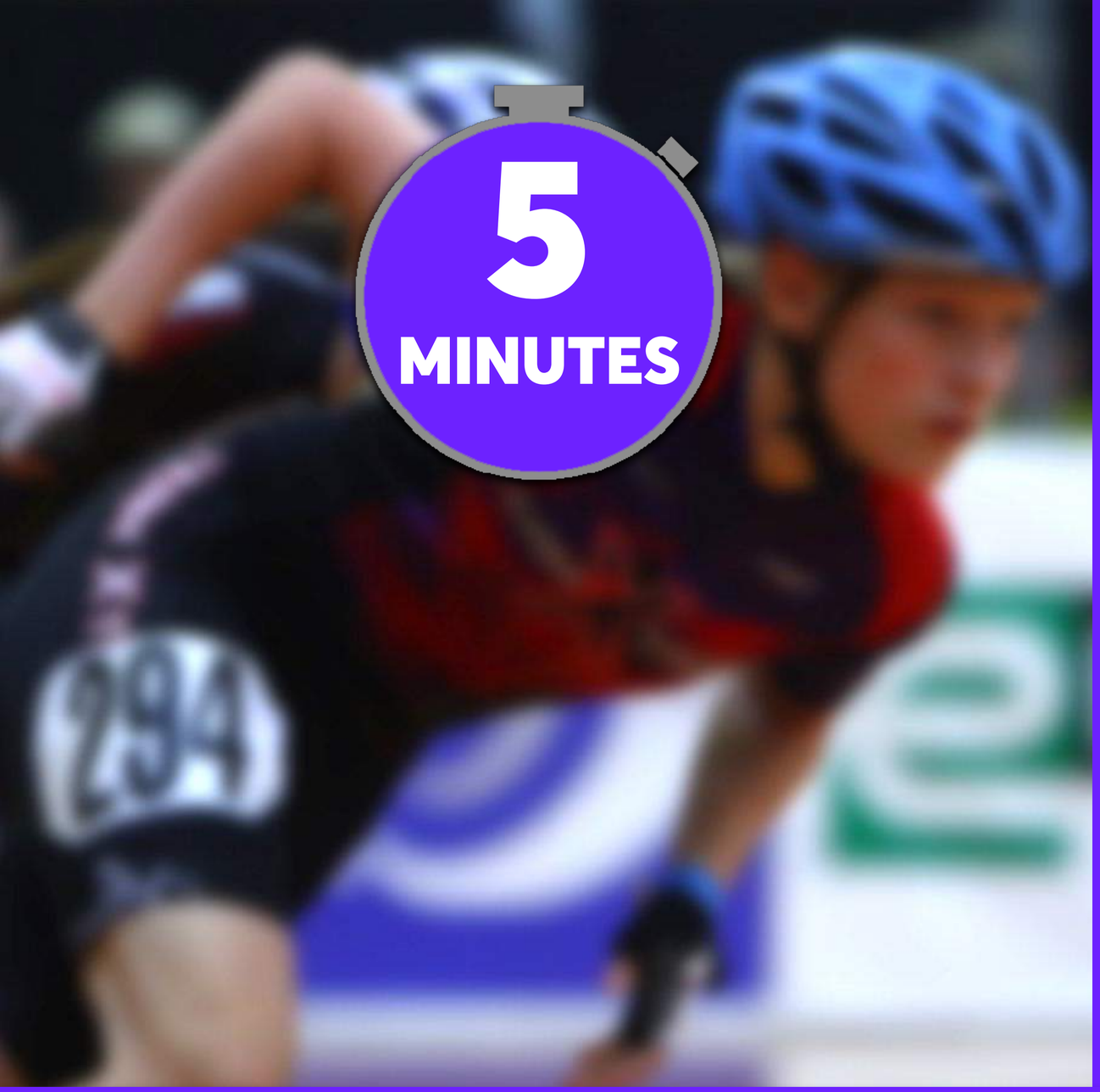
People resources?

Time **commitment**?

Budget? Advice?

Feedback?

Project **Sponsorship?**



ACTION STEP

Write down

3-5 things each about;

Have you been able to **Test**, or is there any **Proof** it will work?

Timeline: next steps?

Resources: People? Money? Time? Other **Support?**

Don't think too much: **just write**

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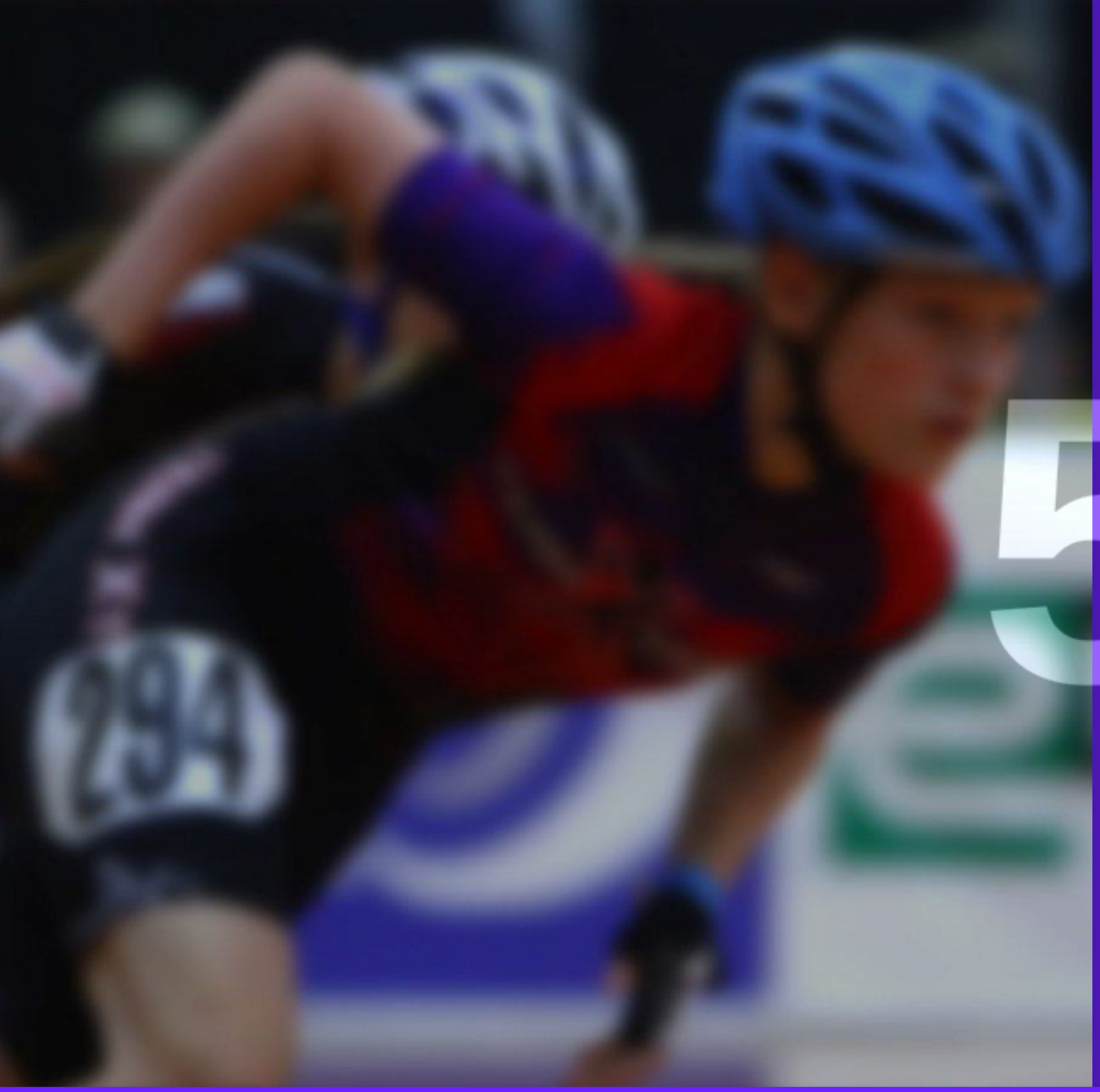

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Don't think too much: **just write**

best3minutes.com/hpbul26


Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a **120 Second** pitch with the following;

Pain
Product
Improvement
Proof
Timeline
Resources

Add a 1 sentence Call To Action:
put your **Objective** into the pitch

120 seconds = 18 sentences



ACTION STEP

Prepare a **120 Second** pitch with the following;

Pain
Product
Improvement
Proof
Timeline
Resources

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120 seconds = 18 sentences

best3minutes.com/hpbul26

Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

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Product
Improvement
Proof
Timeline
Resources

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120 seconds = 18 sentences

best3minutes.com/hpbul26



ACTION STEP

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Improvement
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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?



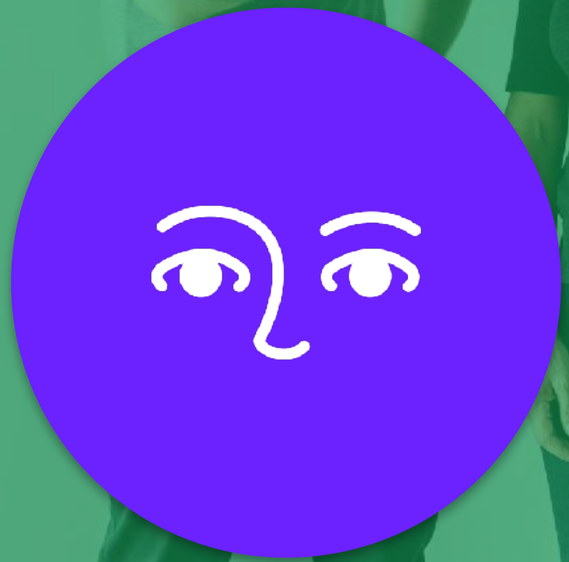
What did you not understand?



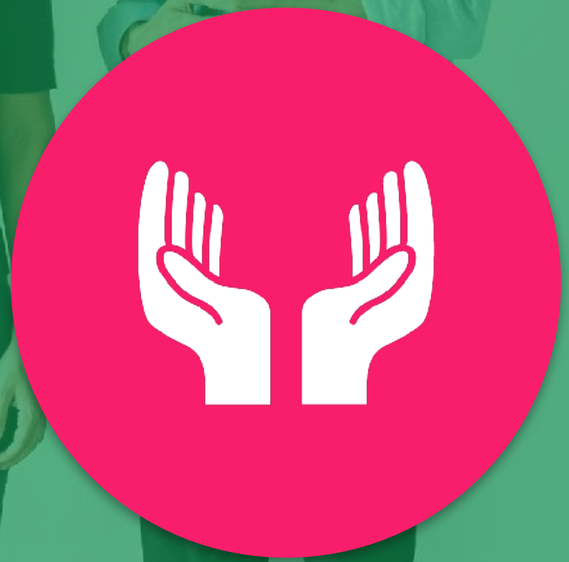
Friendly advice for improvement


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

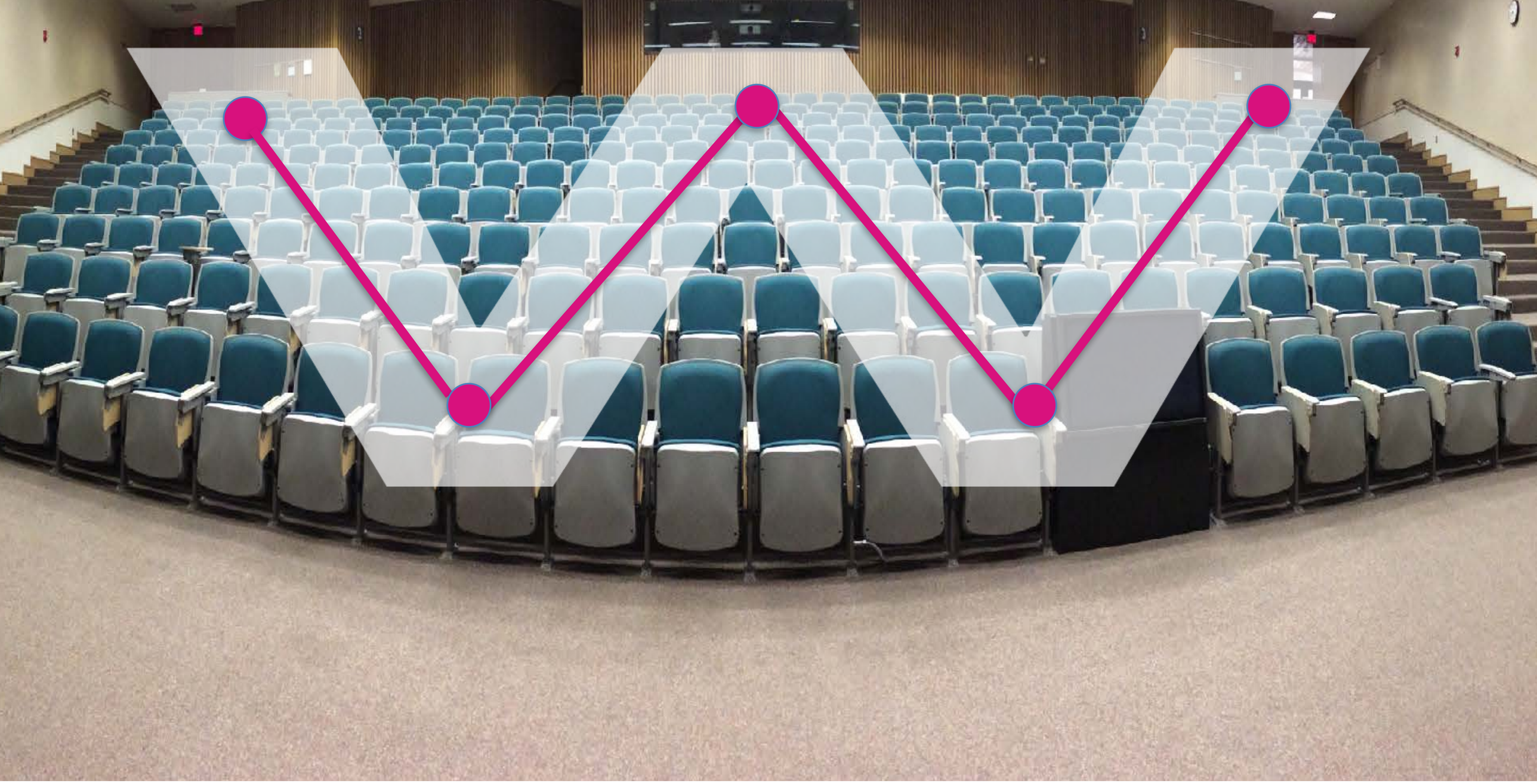


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

In Pockets



Don'ts

In Pockets

Behind Back



Don'ts

In Pockets

Behind Back

On Hips



Don'ts

In Pockets

Behind Back

On Hips

Across Body





Don'ts

In Pockets

Behind Back

On Hips

Across Body

Gripped











Do's

Put emphasis on the words that matter





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising









Do's

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising

Show the number





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Show the number

Separate parties into locations

Get used to
HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING



7 MINUTES

Review Each Film Together

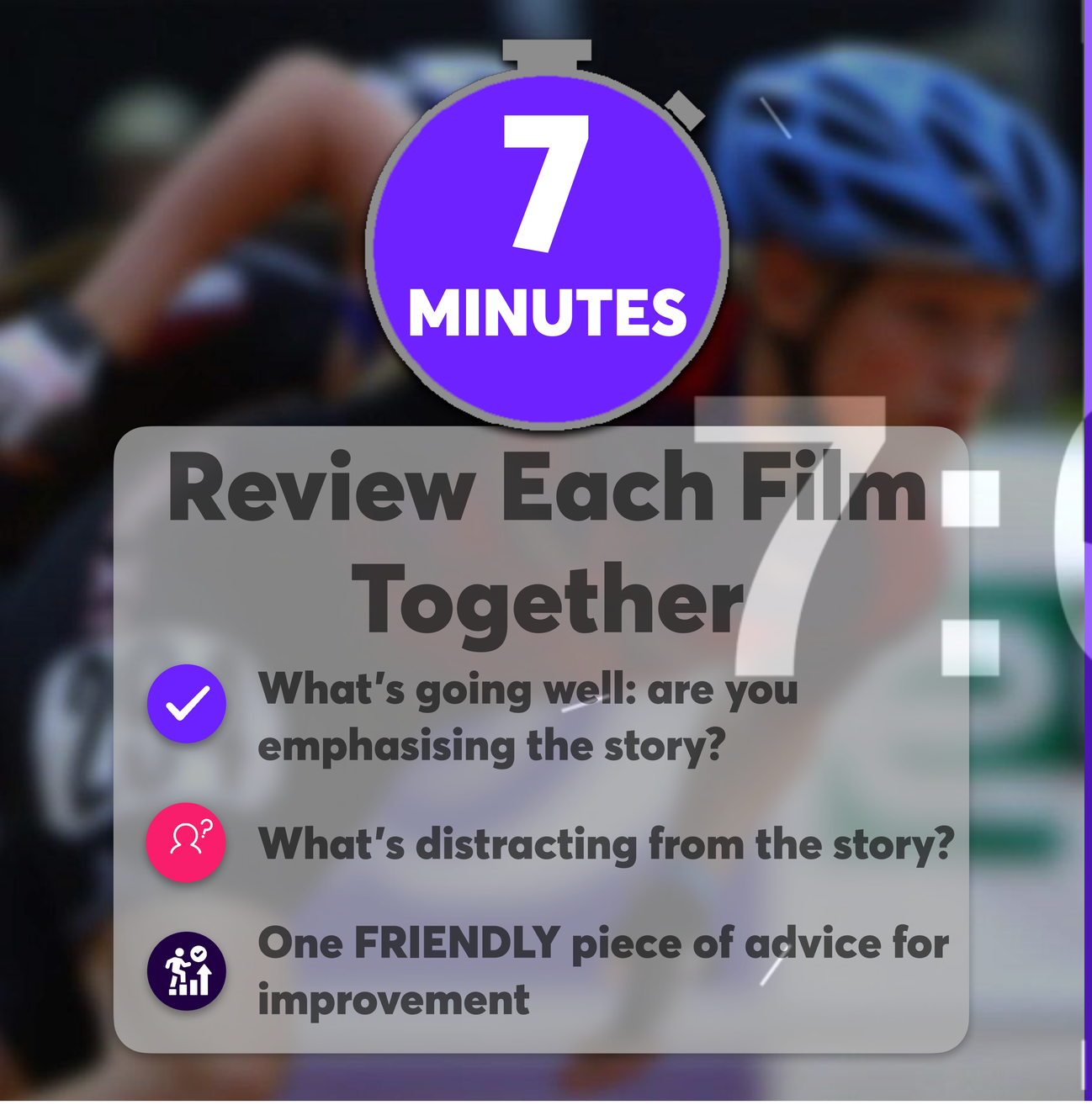
- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

In Pairs: Test & Film
your Handshake Pitch:
(Remember? 25 seconds, 4 sentences)

Focusing on

Hand Gestures



ACTION STEP

In Pairs: Test & Film
your Handshake Pitch:
(Remember? 25 seconds, 4 sentences)

Focusing on

Hand Gestures

7 MINUTES

Review Each Film Together

- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**


Avoid distractions with
LEGS & FEET


Try saying the following
STANDING LIKE THIS


This is the best business proposition ever.
YOU CAN TRUST ME ON THIS ONE!


Avoid the
EXERCISE PITCH


You have a big impact
WITH YOUR VOICE



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


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



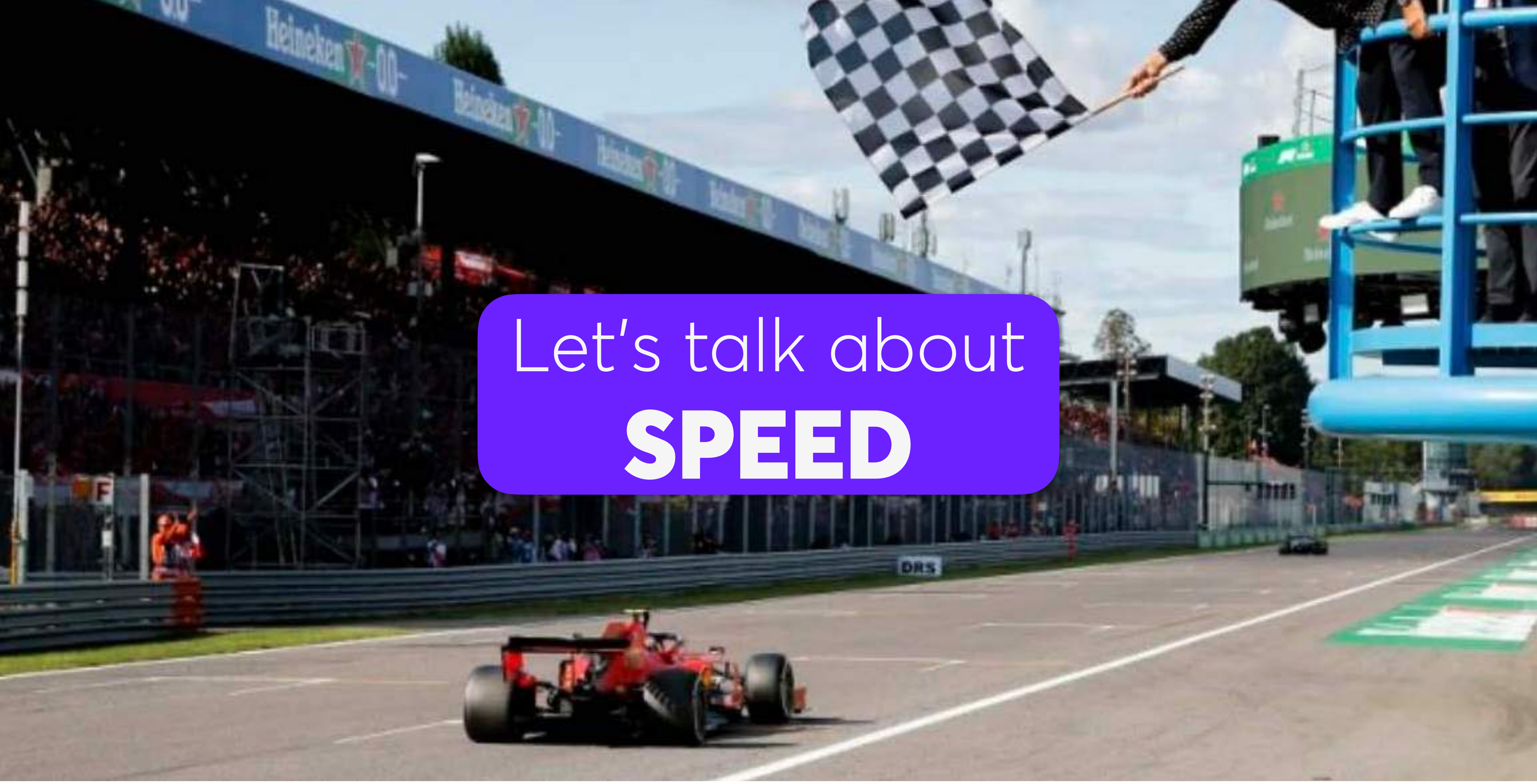
AIR in-between each **separate** piece of information




Give some **AIR** around
THE IMPORTANT POINTS

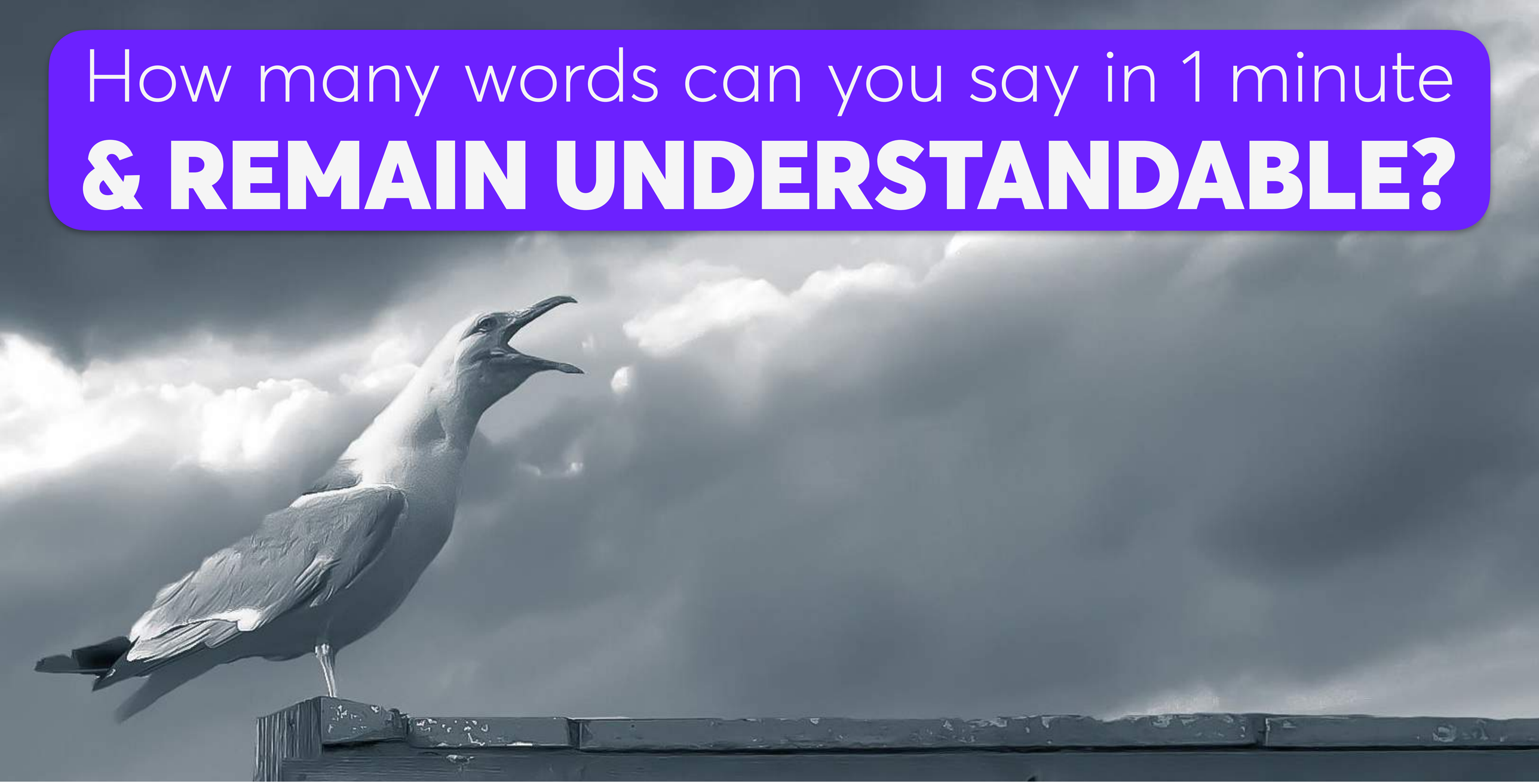


The **No.2** Reason why
PEOPLE GET CONFUSED

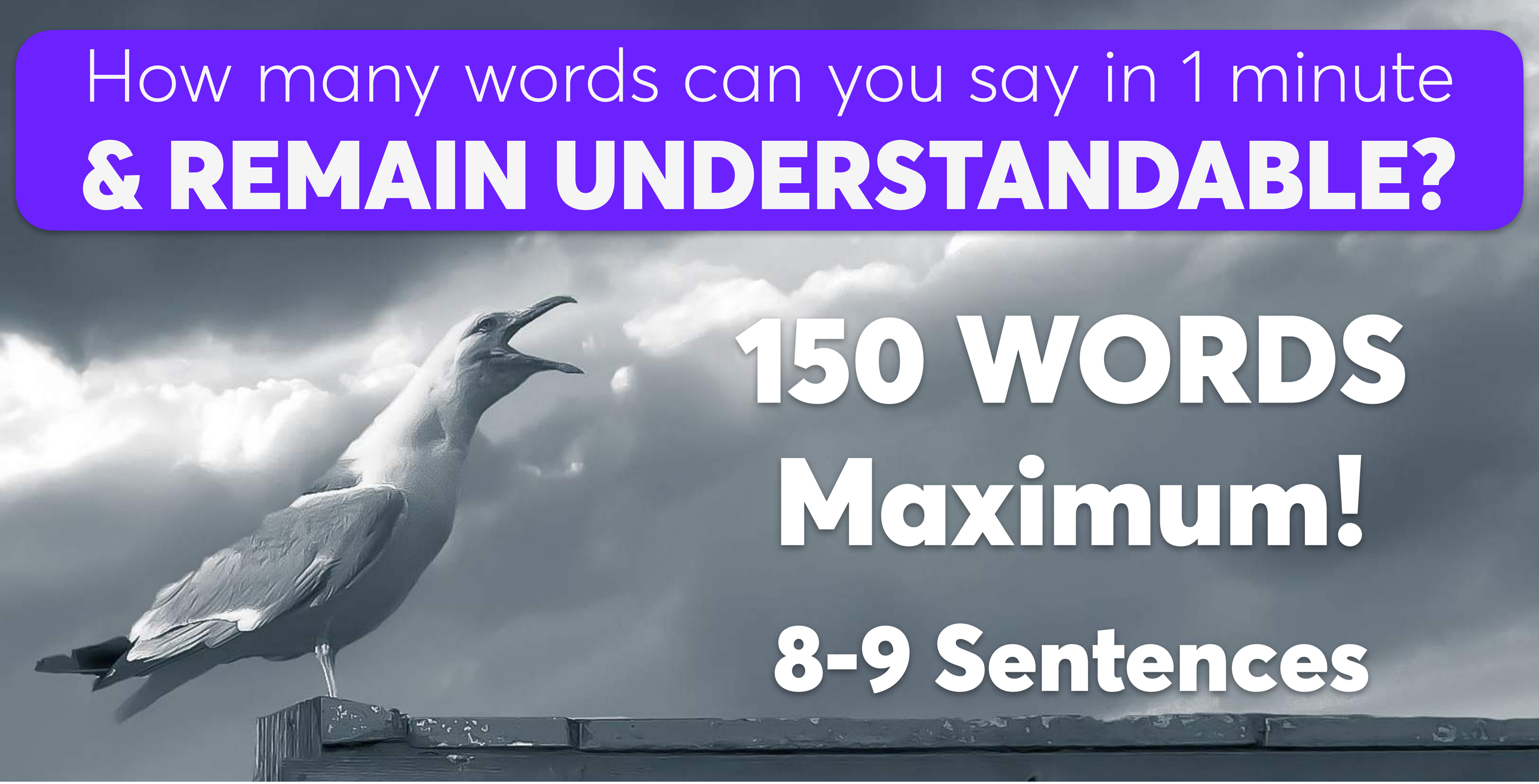


Let's talk about **SPEED**

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



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



150 WORDS Maximum!

8-9 Sentences


Best way to improve VOICE?
FILM YOURSELF PITCHING



ACTION STEP

In Pairs: Test & Film your Handshake Intro:

Focusing on

Speed - not too fast

Air - around the key information



10 MINUTES

Review Each Film Together

- What's going well: air around the key points? Not too fast?
- What's distracting from the story?
- One FRIENDLY piece of advice for improvement

ACTION STEP

In Pairs: Test & Film your Handshake Intro:

Focusing on

Speed - not too fast

Air - around the key information



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."


Say your key messages
OUT LOUD, IN ADVANCE

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

What you've seen is...

(a 3-point, 1-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!


KEEP
CALM
AND
PITCH

Manage your
PITCHING NERVES



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







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