

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



35 Countries

TRAINED 44,000+ PEOPLE











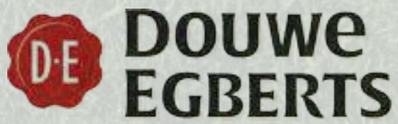







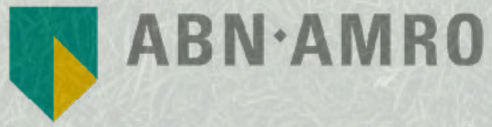






We are all trying to
CONVINCE BUSY PEOPLE


Prepare you to
PRESENT TO LEADERSHIP
COLLEAGUES, EXTERNAL,
OTHER DEPARTMENTS

The tightrope you walk
IN PITCHES TO MANAGEMENT



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

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



Marketing Assistant

Canon



COUNTRY DIRECTOR





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!

NOTE:
You will be pitching to
one other person in
Break-Out Rooms

You will receive

SLIDES AND MANY MATERIALS









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QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

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!



THE PLAN

Tools and Frameworks for
how to **build**, **test** and **improve**
any pitch or presentation

Practical **Exercises** to put the tools
straight into **action**

Approximate plan

Session 1: 09:00-10:20
Session 2: 10:30-12:00
Session 3: 12:45-14:15
Session 4: 14:30-16:00
Session 5: 16:05-17:00

Final

PRACTICAL STUFF

Open this page:

best3minutes.com/dghrpitch

Link in the Chat!

Download the Workbook



ACTION STEP

Imagine, you're at an event
and are asked:
"Tell me about you?"

Pitch yourself in **30 Seconds**
(no one can hear you!)

No Other Instructions

LET'S DO IT!



ACTION STEP

Imagine, you're at an event
and are asked:
"Tell me about you?"

Pitch yourself in **30 Seconds**
(no one can hear you!)

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

20 seconds?



Only just got **started?**

TICK, TOCK, TICK, TOCK


What did you
TALK about?


Don't **know** your **Audience?**
No **time** to **Prepare?**


Don't **know** your **Audience?**
No **time** to **Prepare?**
How would you know
WHAT TO SAY?



Who are we pitching to?

Why are we pitching?

What should we pitch?

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**


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



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



Create and 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?"

So let's

IMAGINE


You're joining a
NETWORK EVENT

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

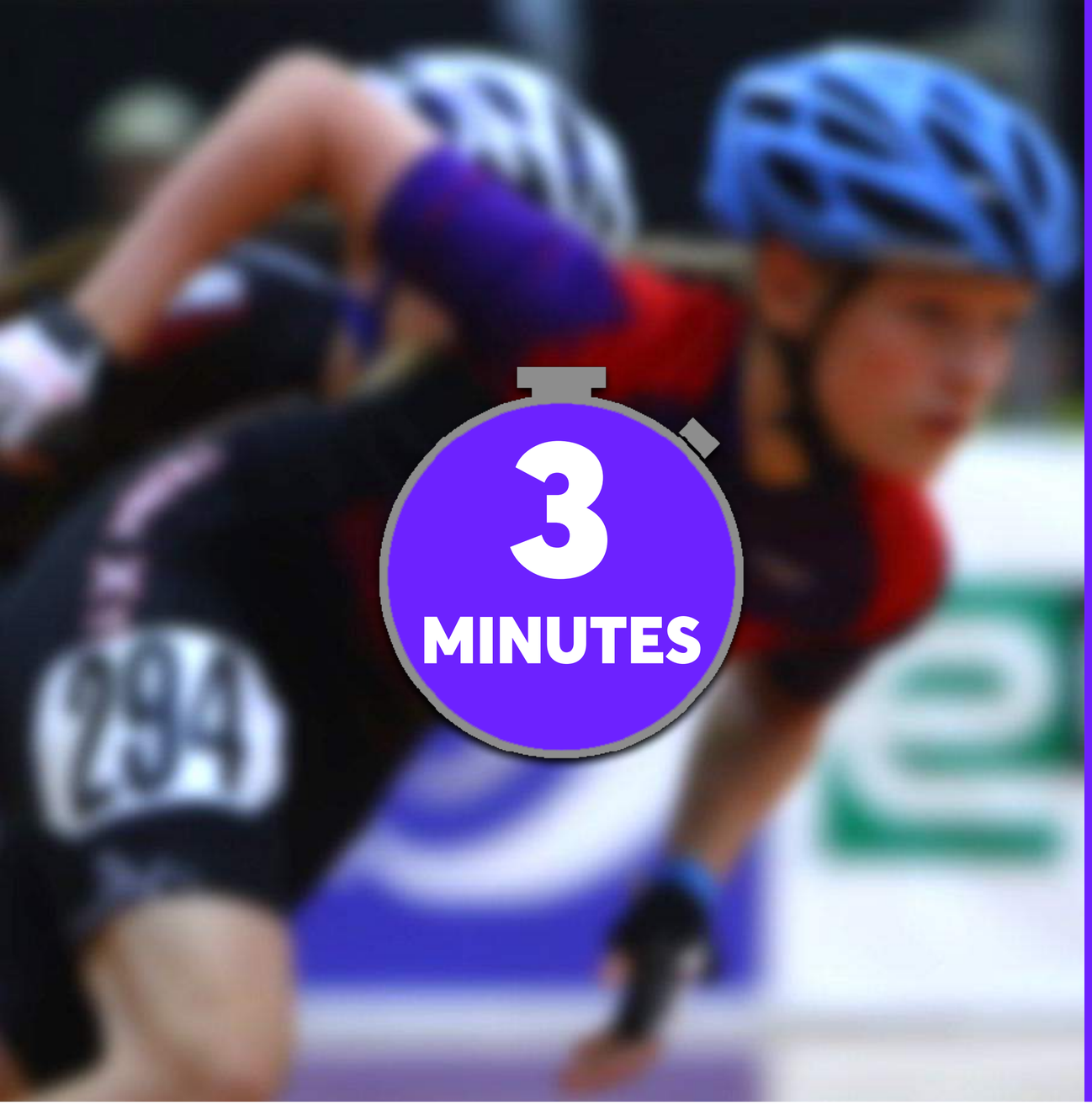
The basis of
ANY GREAT PITCH



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



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?



ACTION STEP

Improve 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're **struggling** with is…

They're **losing money** 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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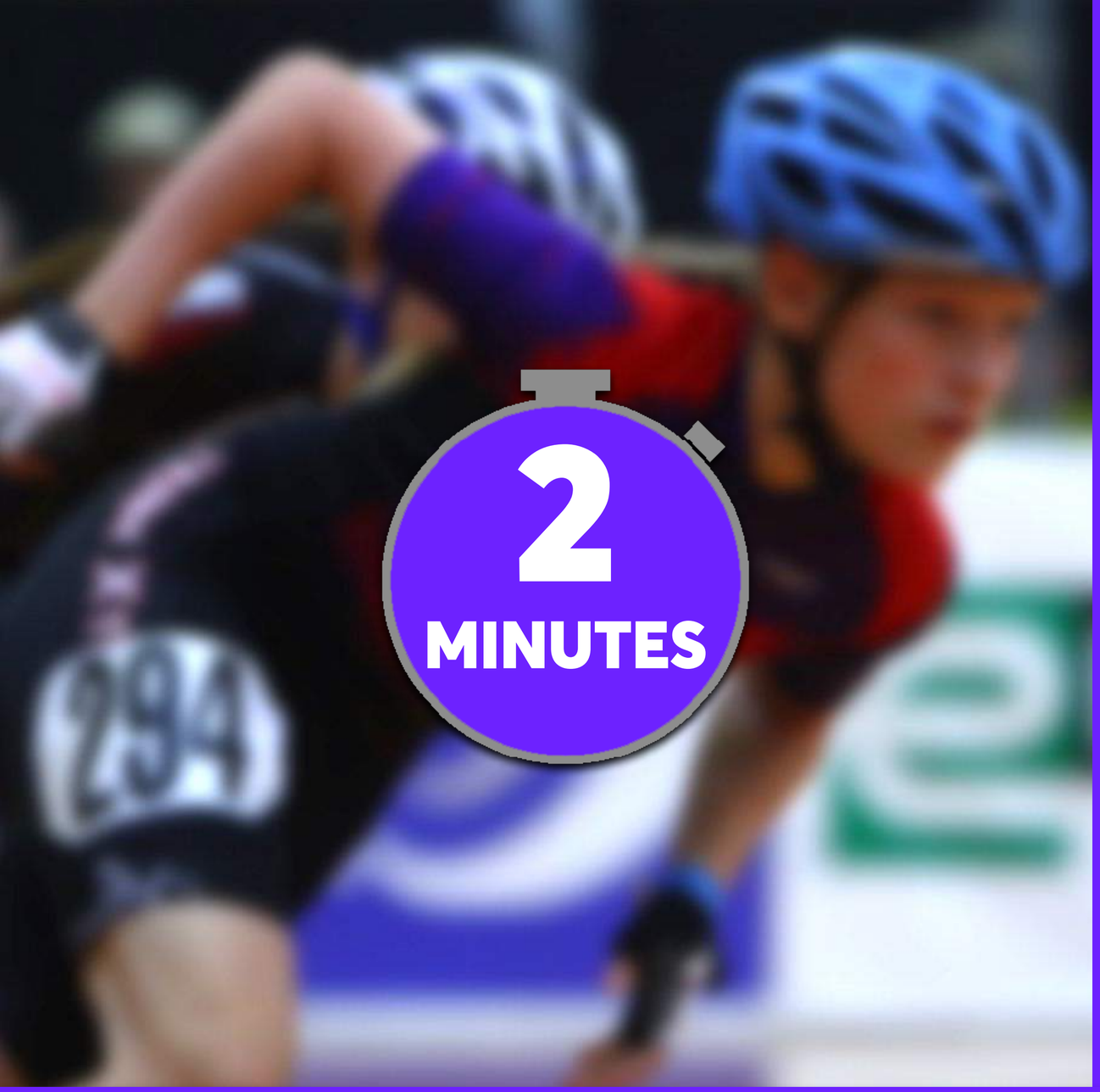

ACTION STEP

Improve your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

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

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

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ACTION STEP

Improve 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?

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ACTION STEP

Test your Handshake Pitch:

In Breakout Rooms, 2 per room

What do **you** do?

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

What **problems** do they face?

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

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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

10 mins

5 BREAK ENDS

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



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



Create and Test a 2-Minute Pitch

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



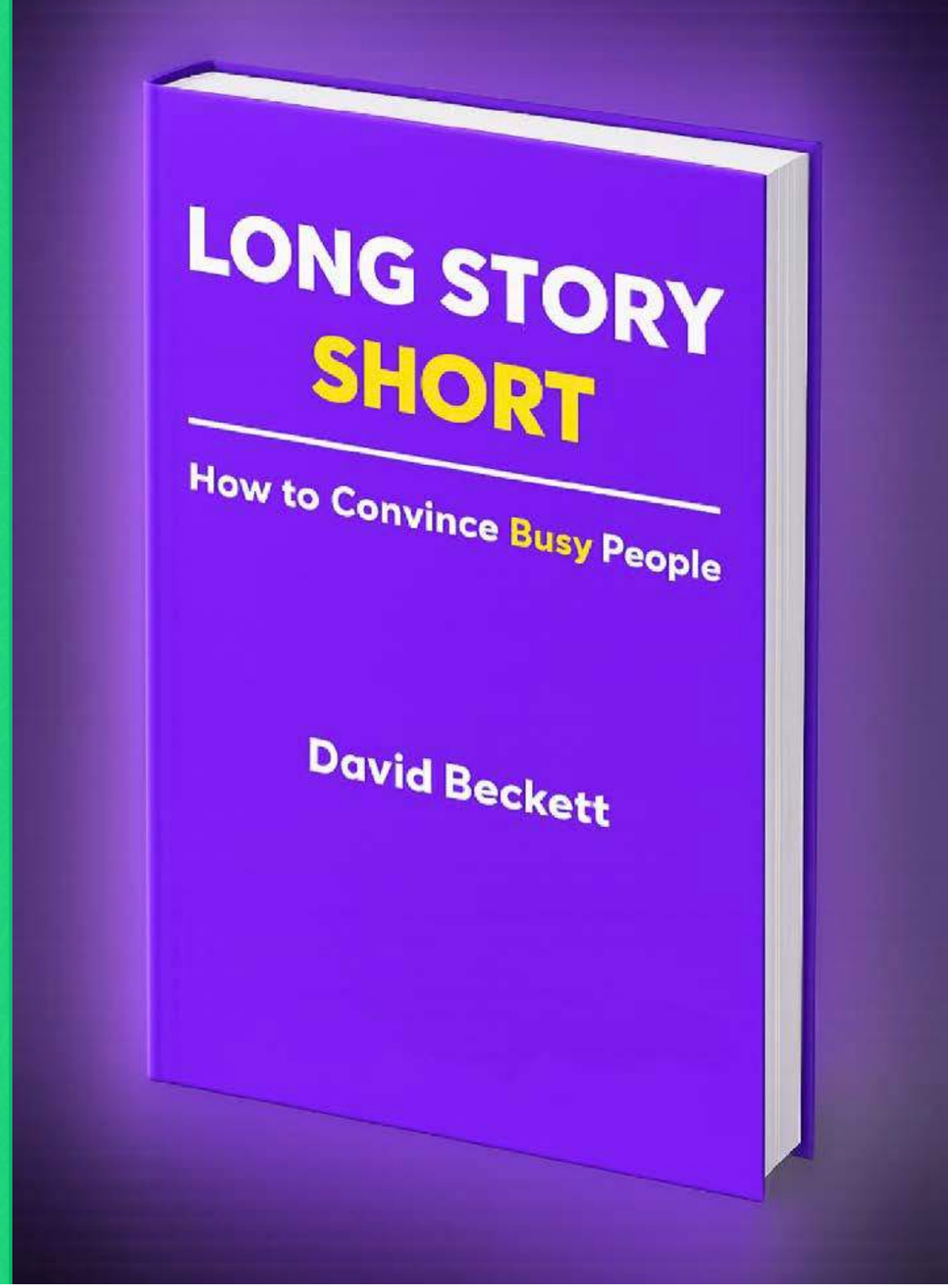

Senior Management
ARE BUSY PEOPLE

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

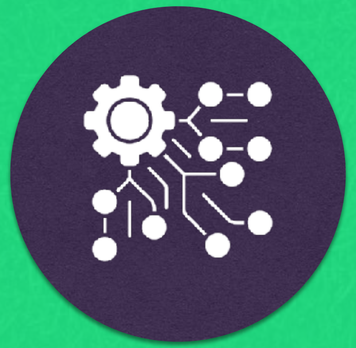
Alibaba

For many companies

80% PRES. MEETINGS GO WRONG



Too Much
Information



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



Time
Runs Out

For many companies

80% PRES. 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% PRES. MEETINGS GO WRONG



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



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



Gap: How vs **Why**
Process vs **Value**

For most companies

80% PRES. 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

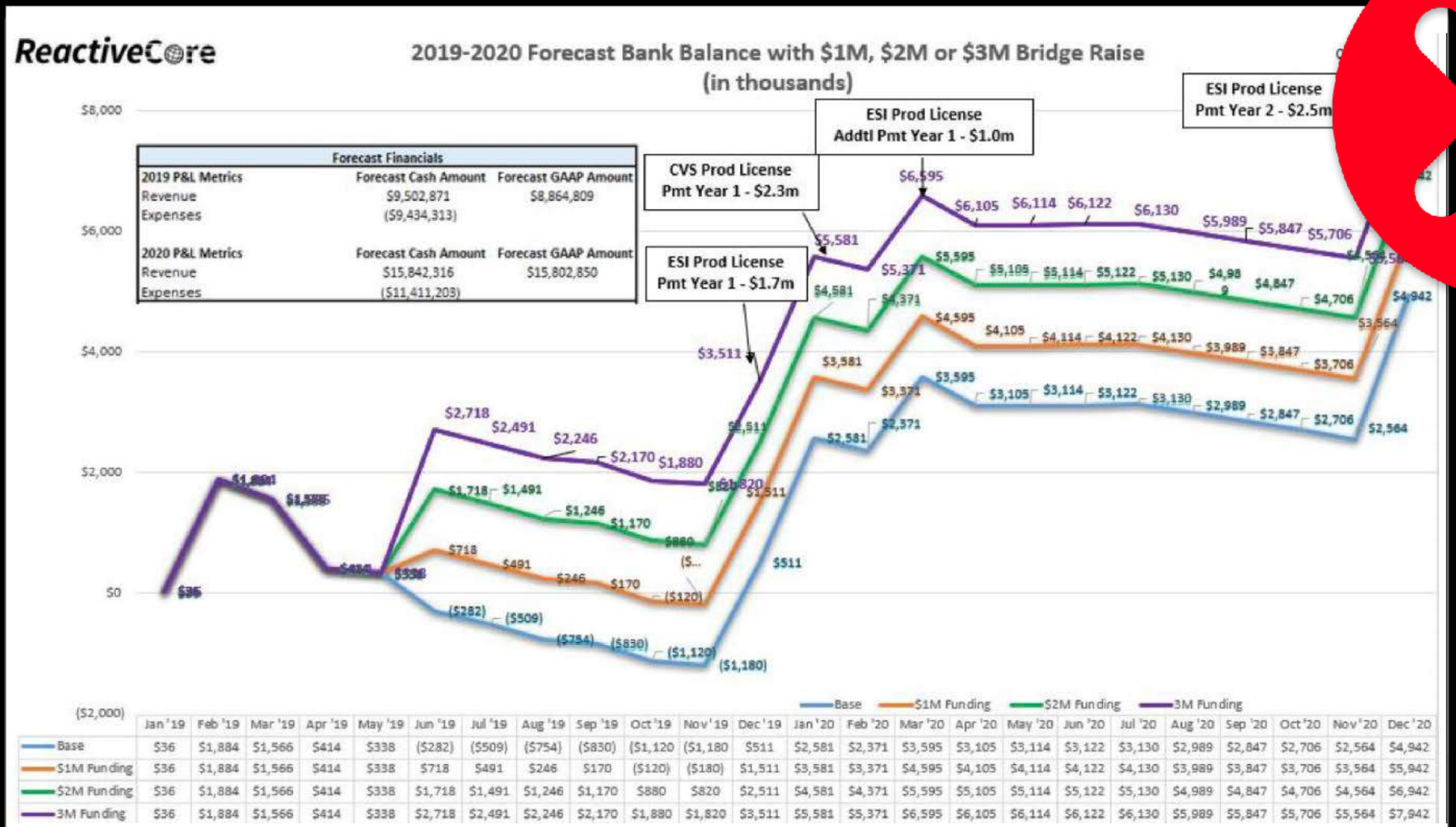
Agenda

- 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

ReactiveCore

2019-2020 Forecast Bank Balance with $1M, $2M or $3M Bridge Raise
(in thousands)

Forecast Financials		
2019 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	$9,502,871	$8,864,809
Expenses	($9,434,313)	
2020 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	$15,842,316	$15,802,850
Expenses	($11,411,203)	

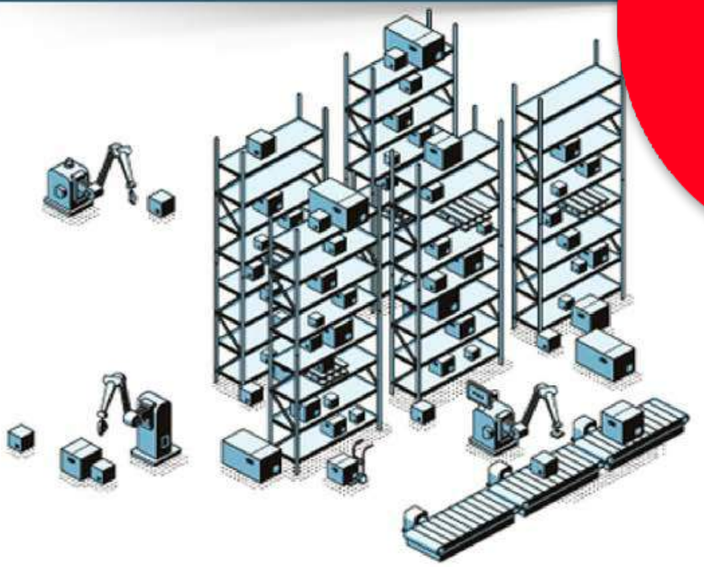


	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20
Base	$36	$1,884	$1,566	$414	$338	($282)	($509)	($754)	($830)	($1,120	($1,180	$511	$2,581	$2,371	$3,595	$3,105	$3,114	$3,122	$3,130	$2,989	$2,847	$2,706	$2,564	$4,942
$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564	$5,942
$2M Funding	$36	$1,884	$1,566	$414	$338	$1,718	$1,491	$1,246	$1,170	$880	$820	$2,511	$4,581	$4,371	$5,595	$5,105	$5,114	$5,122	$5,130	$4,989	$4,847	$4,706	$4,564	$6,942
3M Funding	$36	$1,884	$1,566	$414	$338	$2,718	$2,491	$2,246	$2,170	$1,880	$1,820	$3,511	$5,581	$5,371	$6,595	$6,105	$6,114	$6,122	$6,130	$5,989	$5,847	$5,706	$5,564	$7,942

INDUSTRIAL RACKING SYSTEMS MARKE

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

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



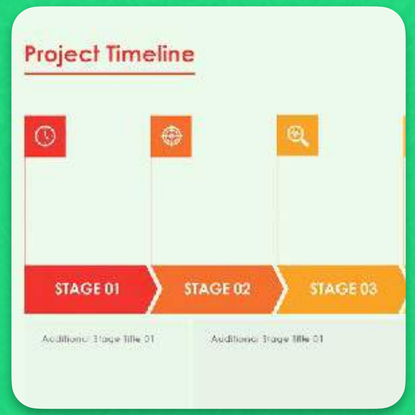
What you **Propose**
to do to solve it



What will **Improve**
as a result



Proof that it
will work



Timeline and
next steps



Resources:
money, time

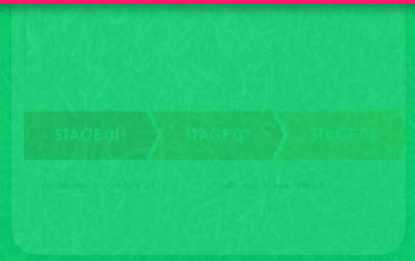
Tell them the things
THEY WANT TO KNOW

The **Problem** you are solving

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

What will **Improve** as a result





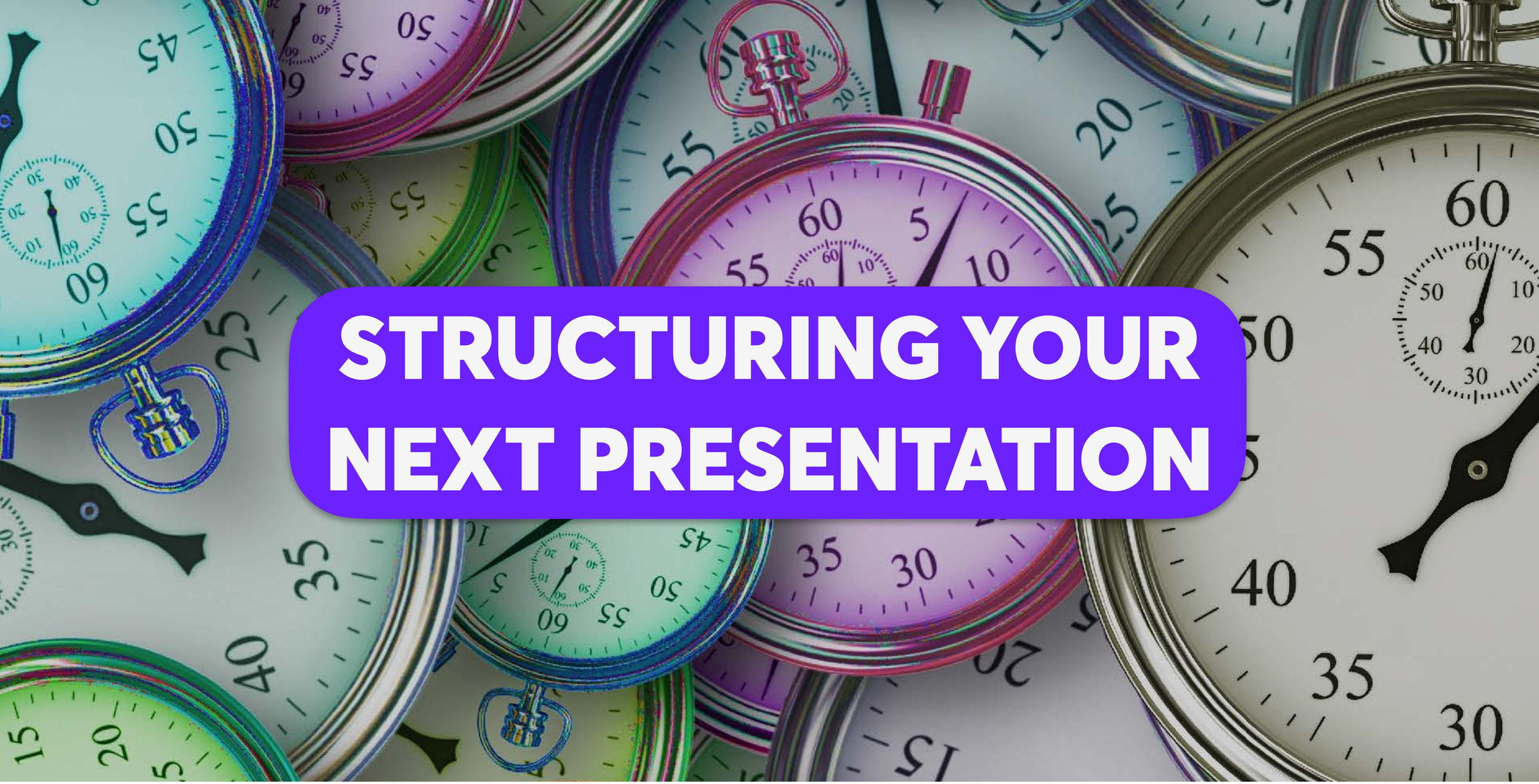


Proof that it will work

Timeline and next steps

Resources: money, time

And tell them **QUICK!**


STRUCTURING YOUR
NEXT PRESENTATION

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

Presentation	Q&A
20 Mins	**10 Mins**

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

Meeting Tech	Presentation	Q&A
3 Mins	**25 Mins**	**5 Mins**

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

Meeting Tech **3 Mins**

Presentation **5 Mins**

I'm going to make a **5 minute presentation**
Then I'd love to **answer all your questions**

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

Meeting Tech
3 Mins

Presentation
5 Mins

Q&A
15 Mins

Ask the magic question… 🪄

What would you like to know more about?

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

Meeting Tech **3 Mins**	Presentation **5 Mins**	Q&A **15 Mins**	Next Steps **3-4 Mins**

We're having a good conversation, I'm conscious of **Your Time**… Shall we **plan next steps?**

When under time pressure...

AND THAT'S ALMOST ALWAYS!

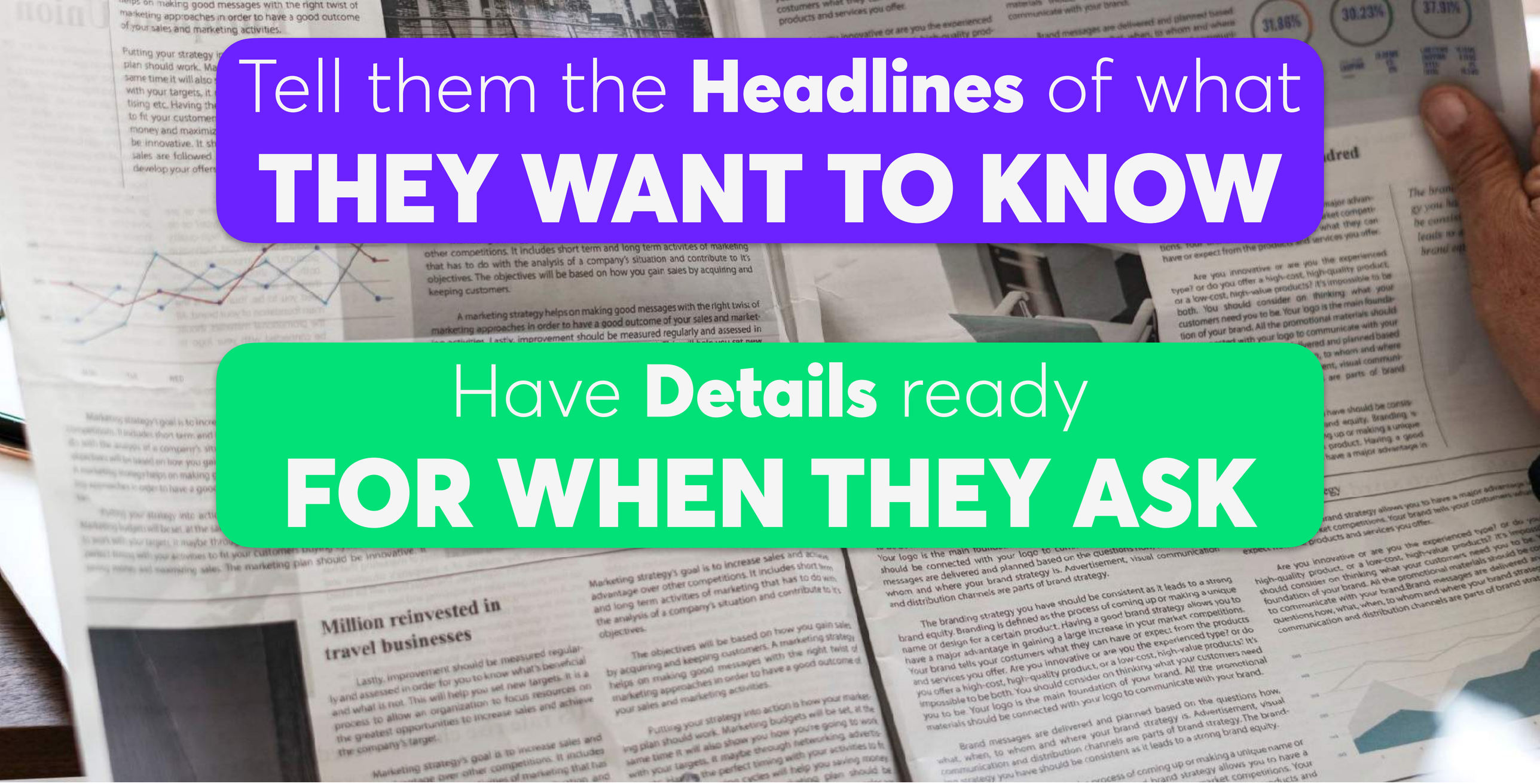


CLARITY FIRST



DETAILS ON DEMAND

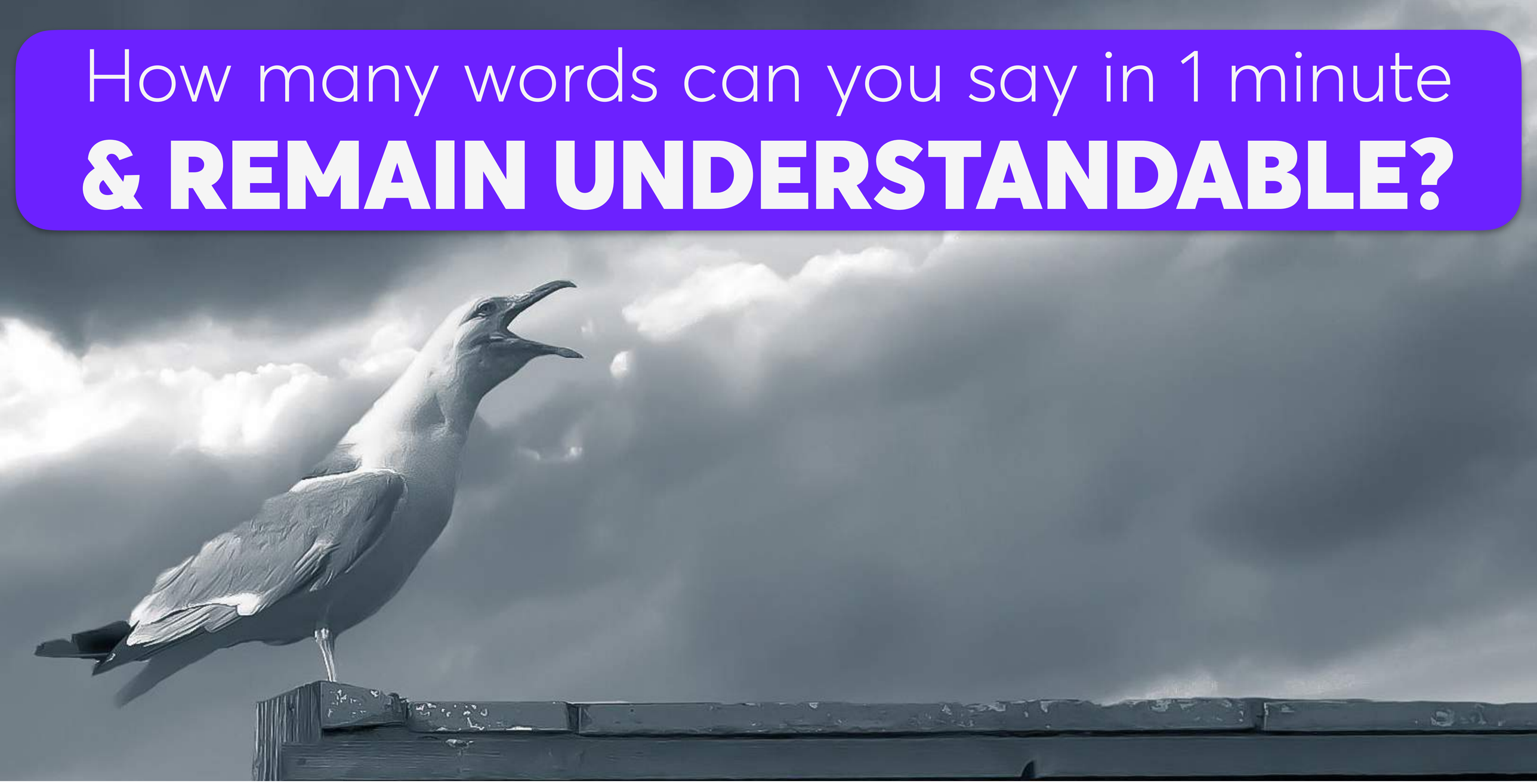

Tell them the **Headlines** of what
THEY WANT TO KNOW


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

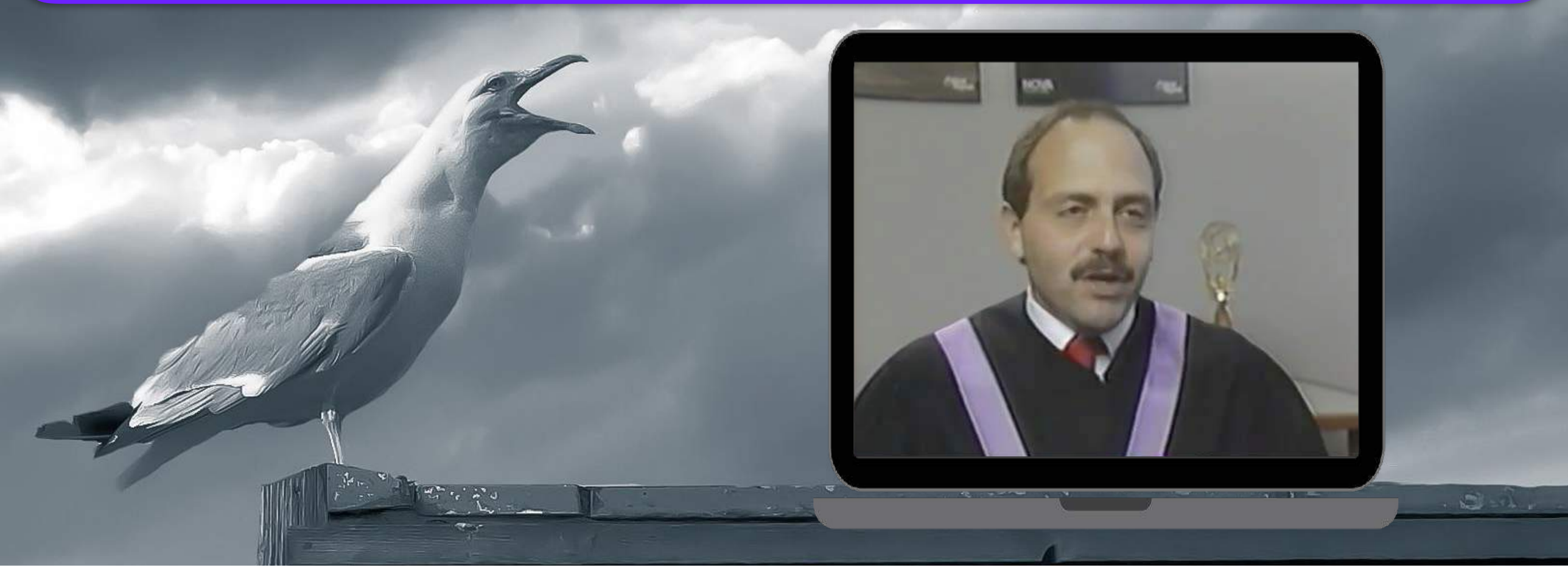

QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!


Let's talk about
TIME

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



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



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



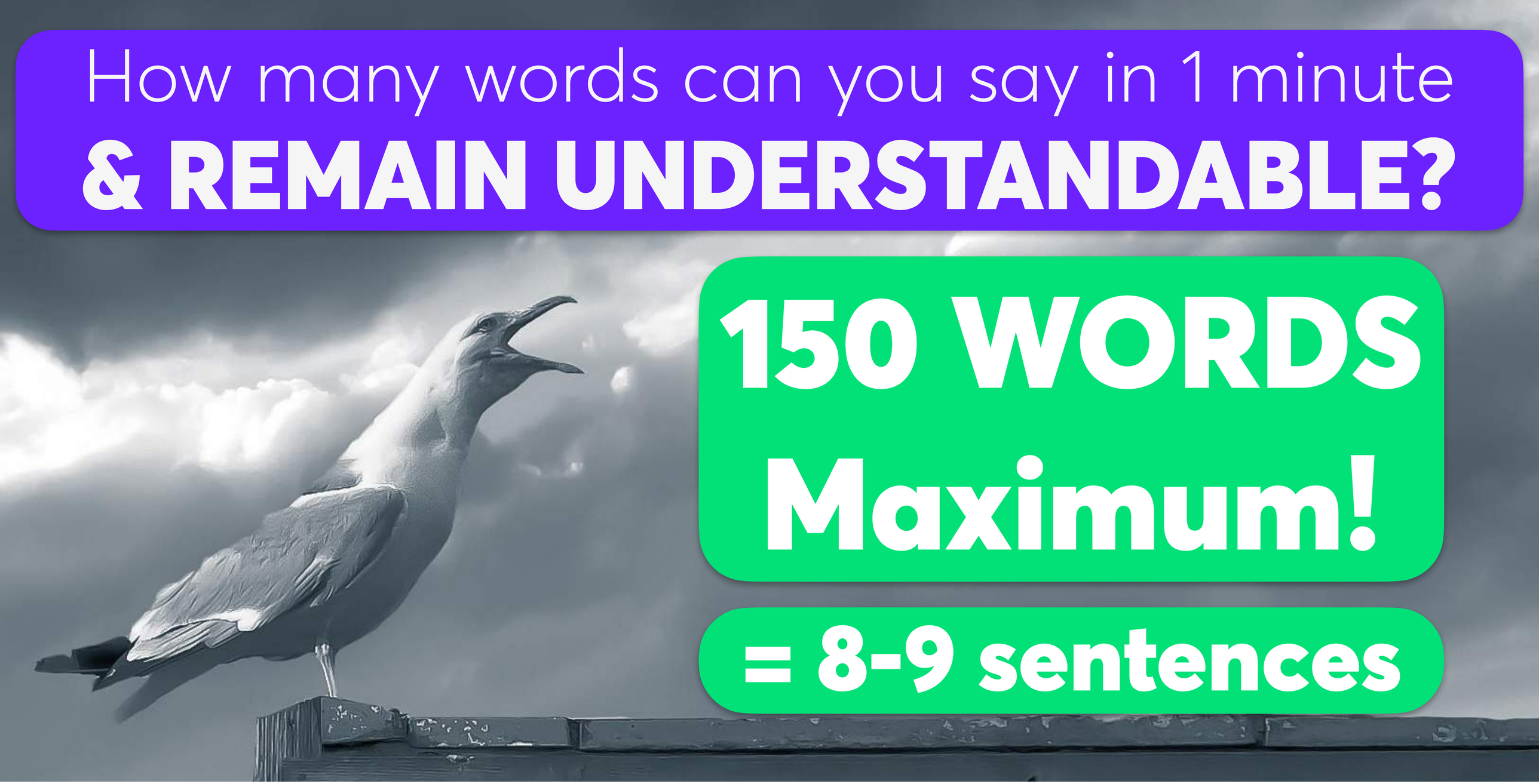
Type a number in the chat!

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



150 WORDS Maximum!

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



150 WORDS Maximum!

= 8-9 sentences


5 Minute Pitch?
40-45 SENTENCES


143
Words/min

What we'll cover **TODAY**



The Most Frequent Pitch You Ever Make



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



Create and Test a 2-Minute Pitch


We're going to work on 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

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

STORYLINE with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **Care** about?

What do they **Know?**

What do they **Expect?**



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

---

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?**



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/dghrpitch

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE



ACTION STEP

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

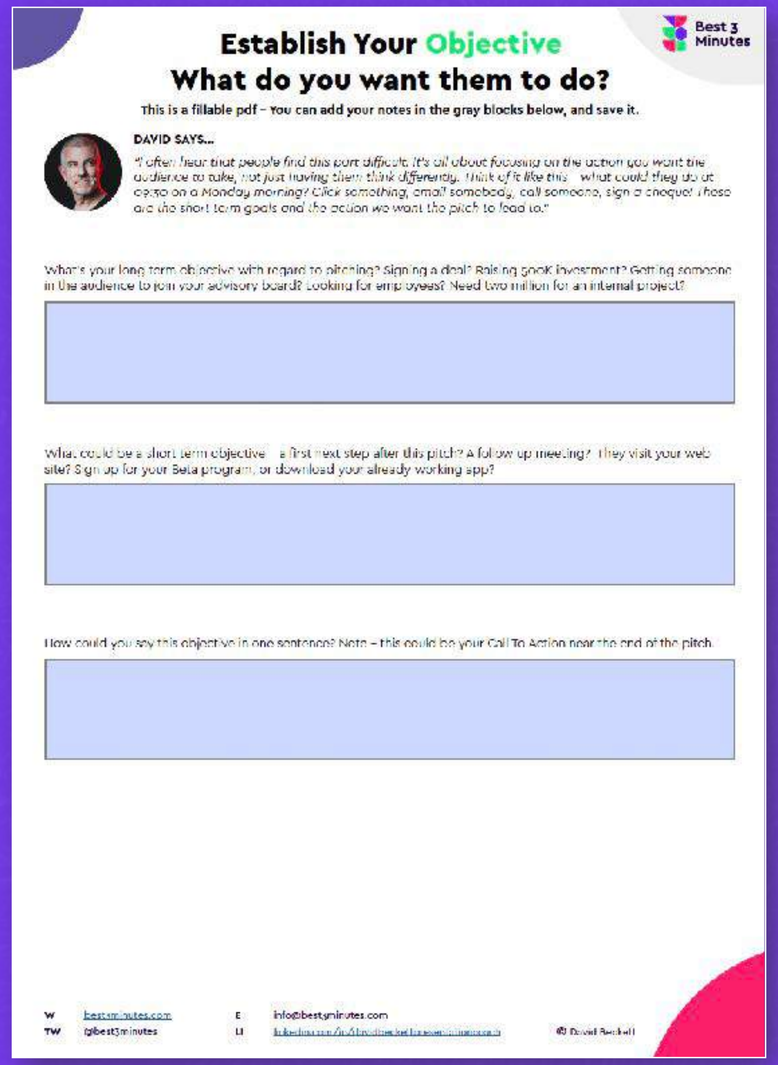
Focus on **Action** - not just thinking differently



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



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]
© David Beckett

Write down your Objective

Fillable pdf download available

best3minutes.com/dghrpitch


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

Time For

LUNCH

Be back at: 12:45

15 mins

5 BREAK ENDS

The Open-3-Close© Pitch Model







How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?




STOP!


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


For this workshop
WRITE & SKETCH



Use POST-IT NOTES To Build Your Storyline



best3minutes.com/dghrpitch


For this workshop
WRITE & SKETCH

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?


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



The **Problem** you are solving



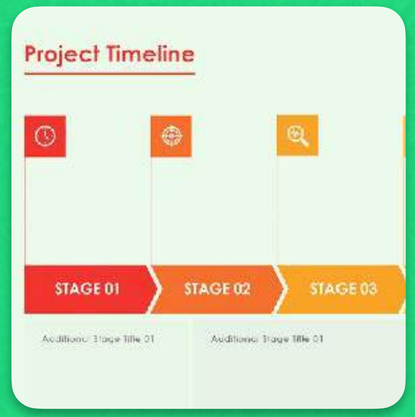
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time


How can you tell all of this
IN JUST 2 MINUTES?







How to build this 2 Minute Pitch

Step One: Brainstorm widely, 5-7 (or more) points on each topic

Step Two: Narrow down the story to **max. THREE POINTS ON EACH TOPIC**

Proof that it will work

Timeline and next steps

Resources: money, time



The **Problem** you are solving



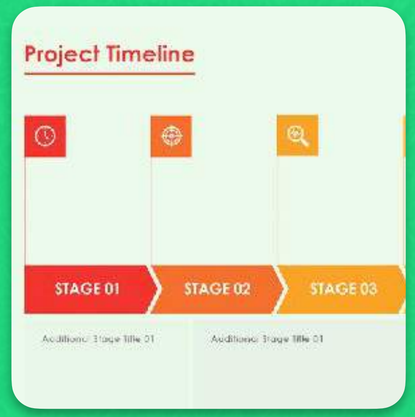
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time



PAIN

What is the **problem** you solve?

The **Why** of the product/project/ proposition



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?

Frustration?

Lost 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**"

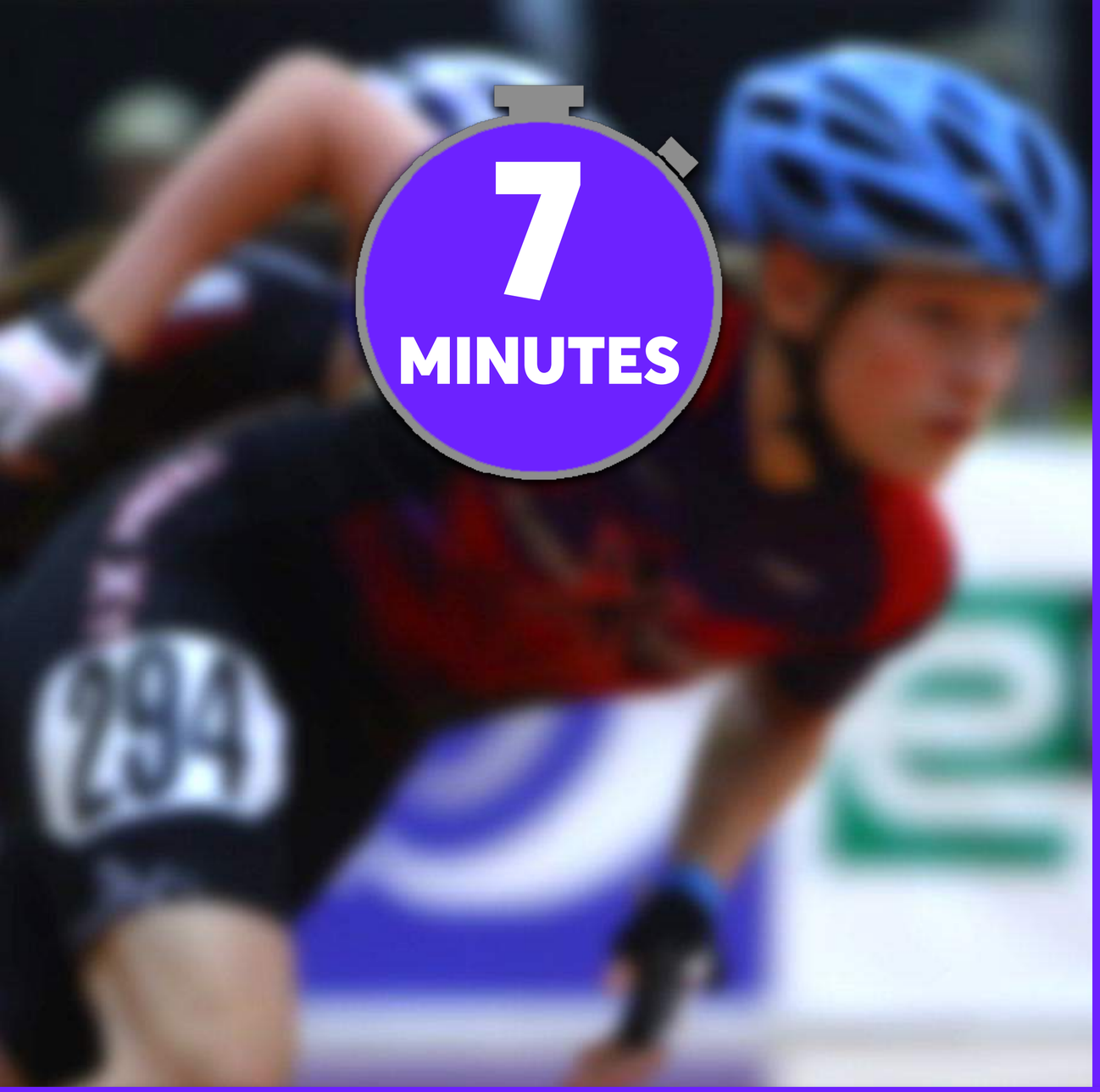
"They have to make up to **12 calls**"

Be specific
PUT A NUMBER ON IT

"There is too much energy inefficiency"

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


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

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

Don't think too much:
just write

best3minutes.com/dghrpitch


For this workshop
WRITE & SKETCH



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

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

Don't think too much:
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The **Problem** you are solving



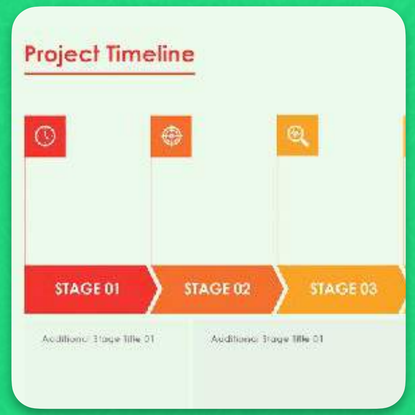
What you **Propose** to do to solve it



What will **Improve** as a result



Proof that it will work



Timeline and next steps



Resources: money, time



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**!

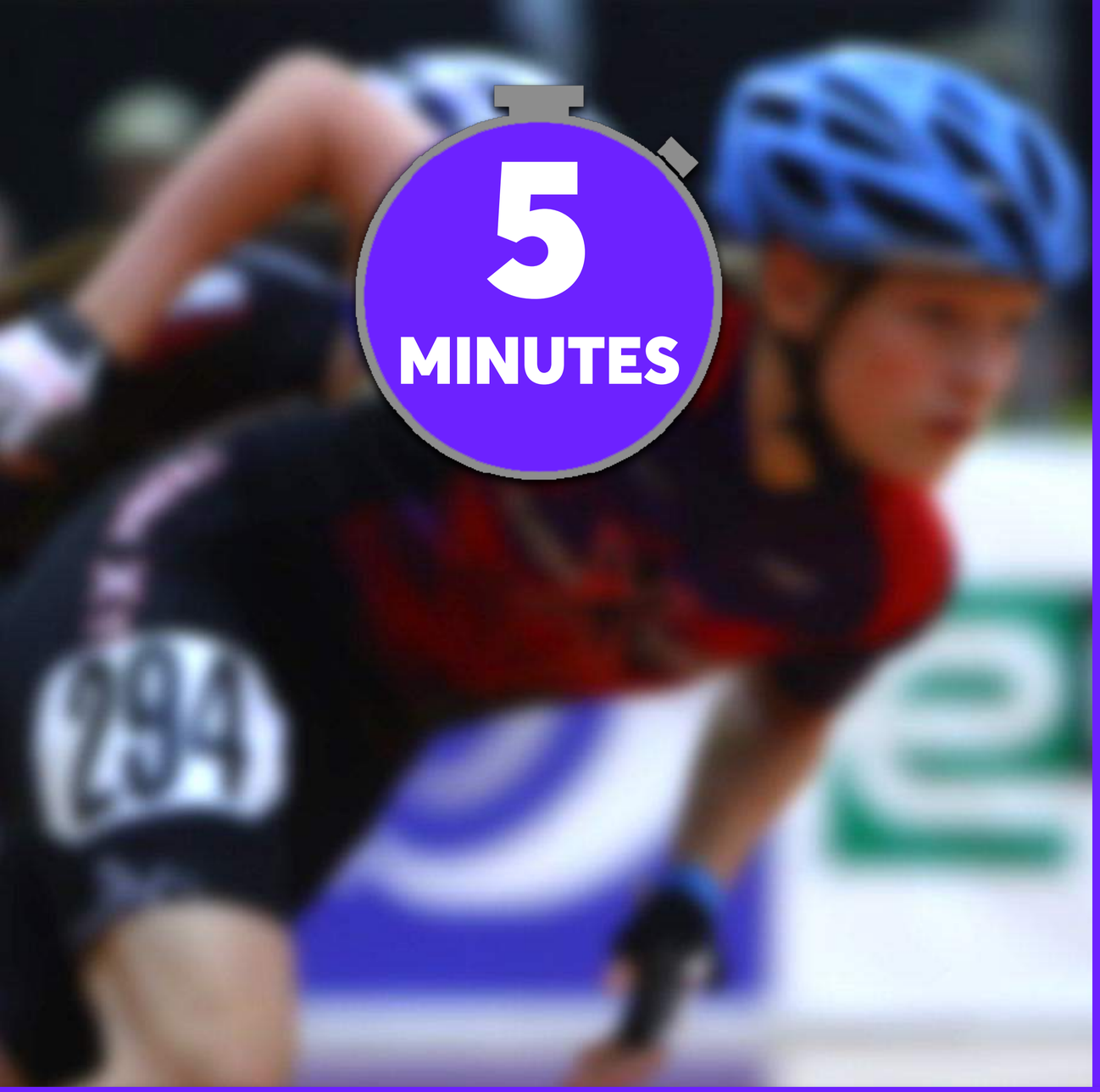




WHAT WILL IMPROVE?

Strategic Alignment

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



ACTION STEP

Write down

5-7 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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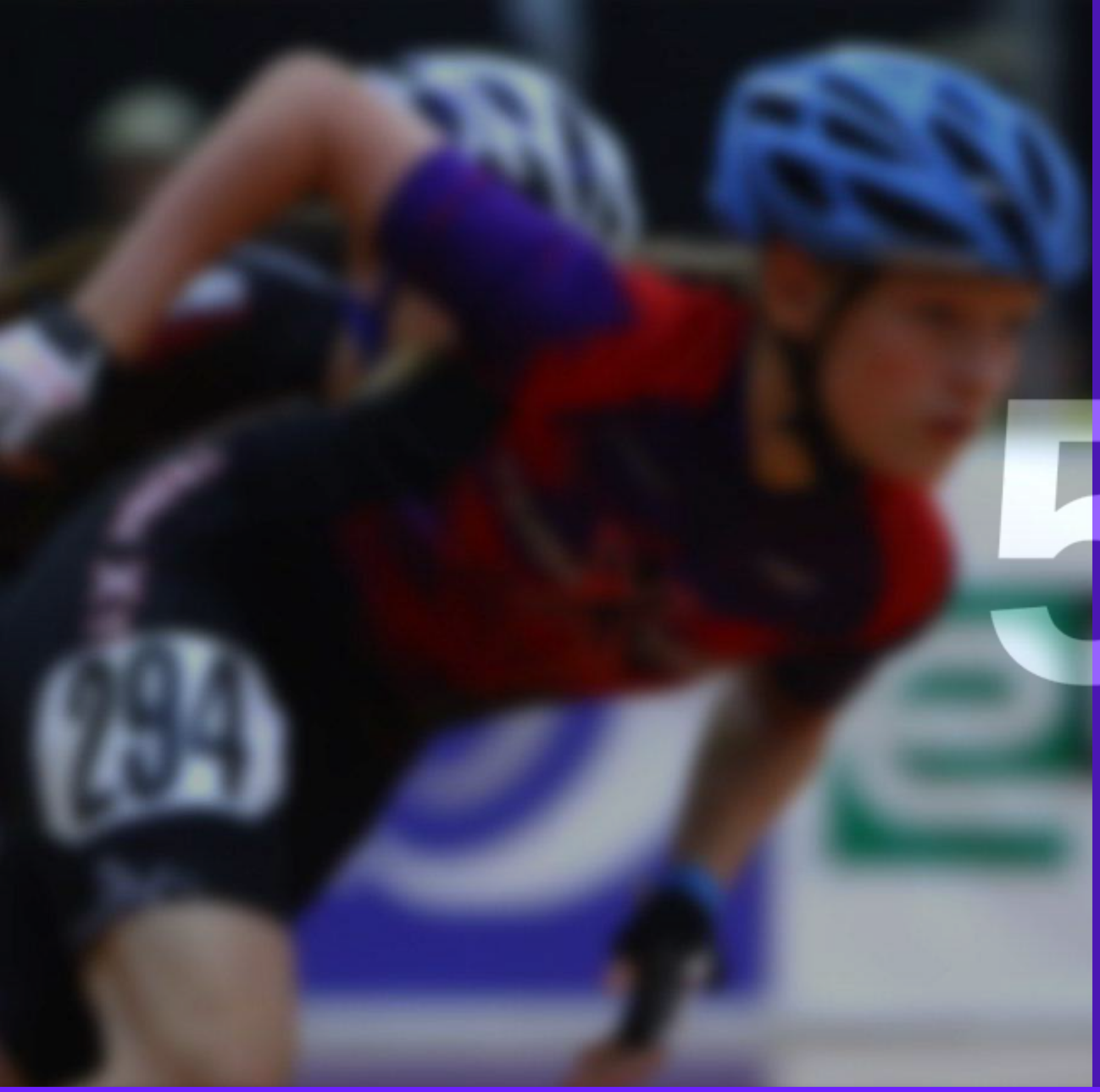

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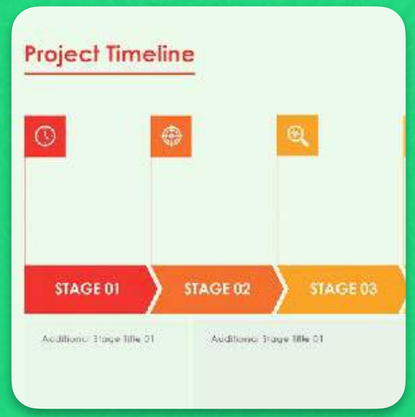


Timeline and
next steps



Resources:
money, time

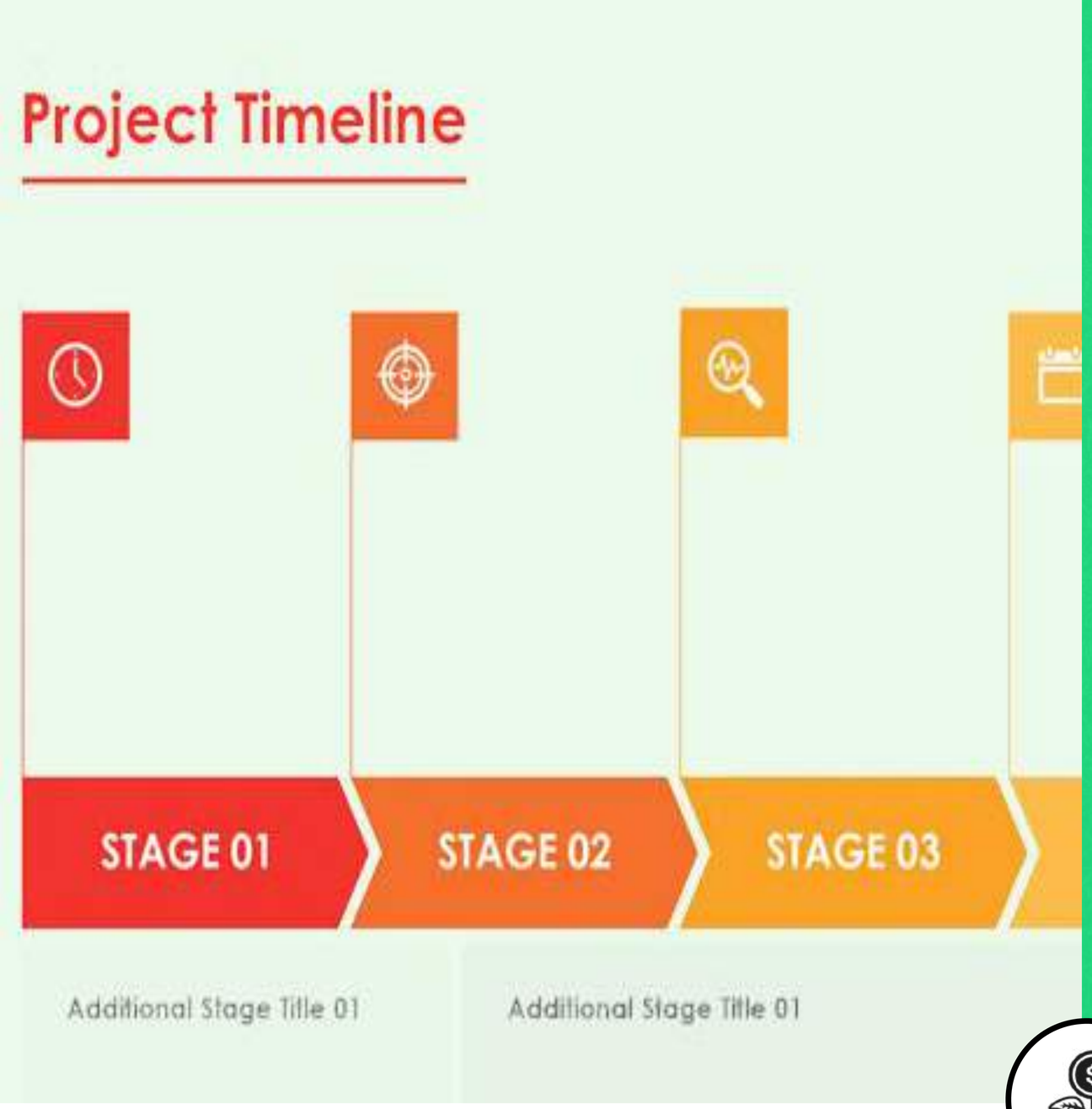


PROOF

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



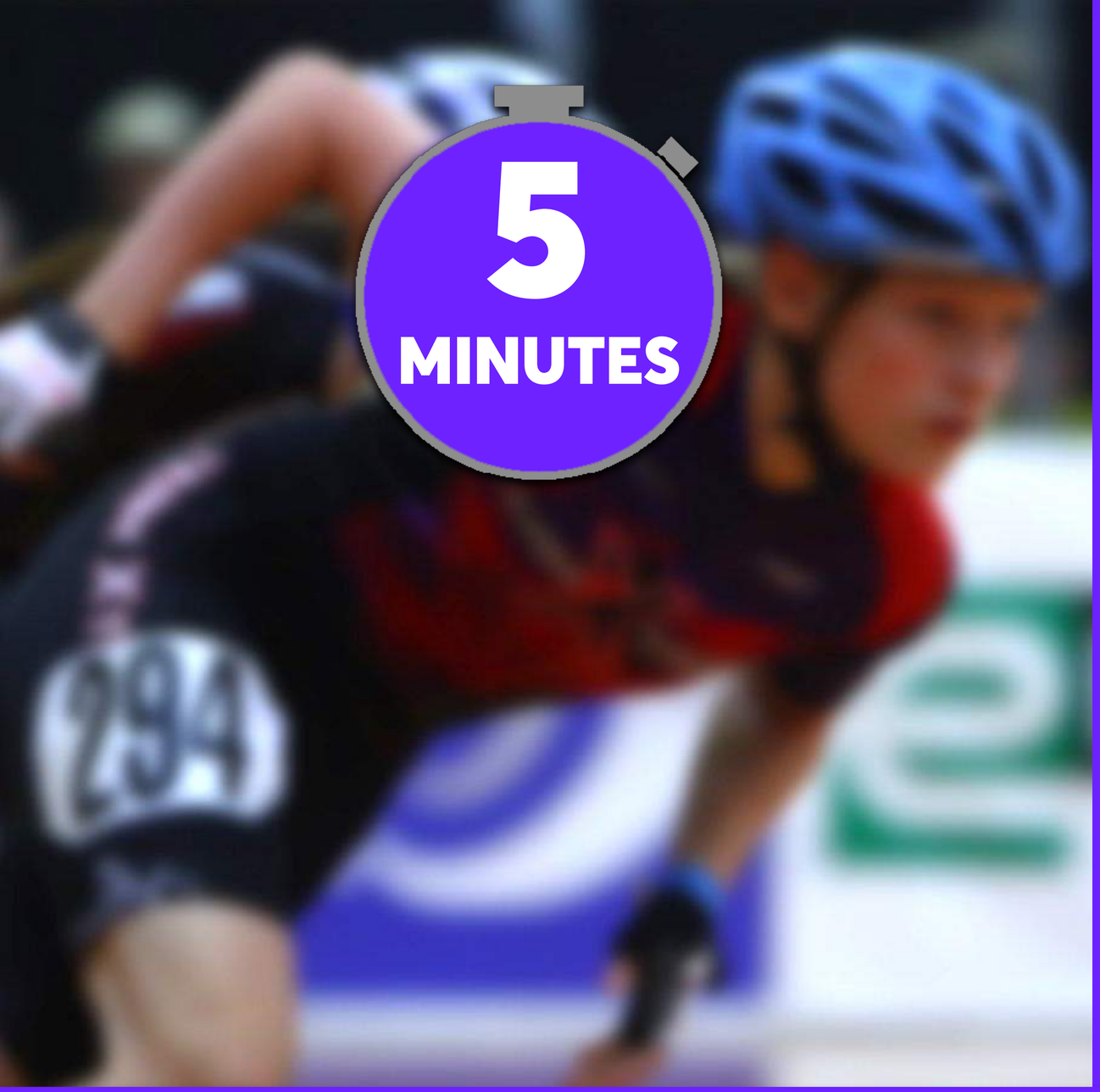
WHAT DO YOU NEED TO MAKE IT HAPPEN?

People resources?

Time **commitment**?

Advice? **Feedback?**

Project **Sponsorship?**



ACTION STEP

Write down

3-7 things each about;

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

Timeline: next steps?

Resources: People? Time?
Project **Sponsorship?**
Other **Support?**

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ACTION STEP

Write down

3-7 things each about;

5

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

Timeline: next steps?

Resources: People? Time?
Project **Sponsorship?**
Other **Support?**

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Let's put the thinking
INTO ACTION!



ACTION STEP

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

Pain, Product/Project, Improvement
Proof, Timeline, Resources

Does not need to be evenly split between topics!

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 topics;

Pain, Product/Project, Improvement
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best3minutes.com/dghrpitch

Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

In Pairs, Breakout rooms:

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

Pain, Product/Project, Improvement
Proof, Timeline, Resources

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

120 seconds = 18 sentences

best3minutes.com/dghrpitch


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?

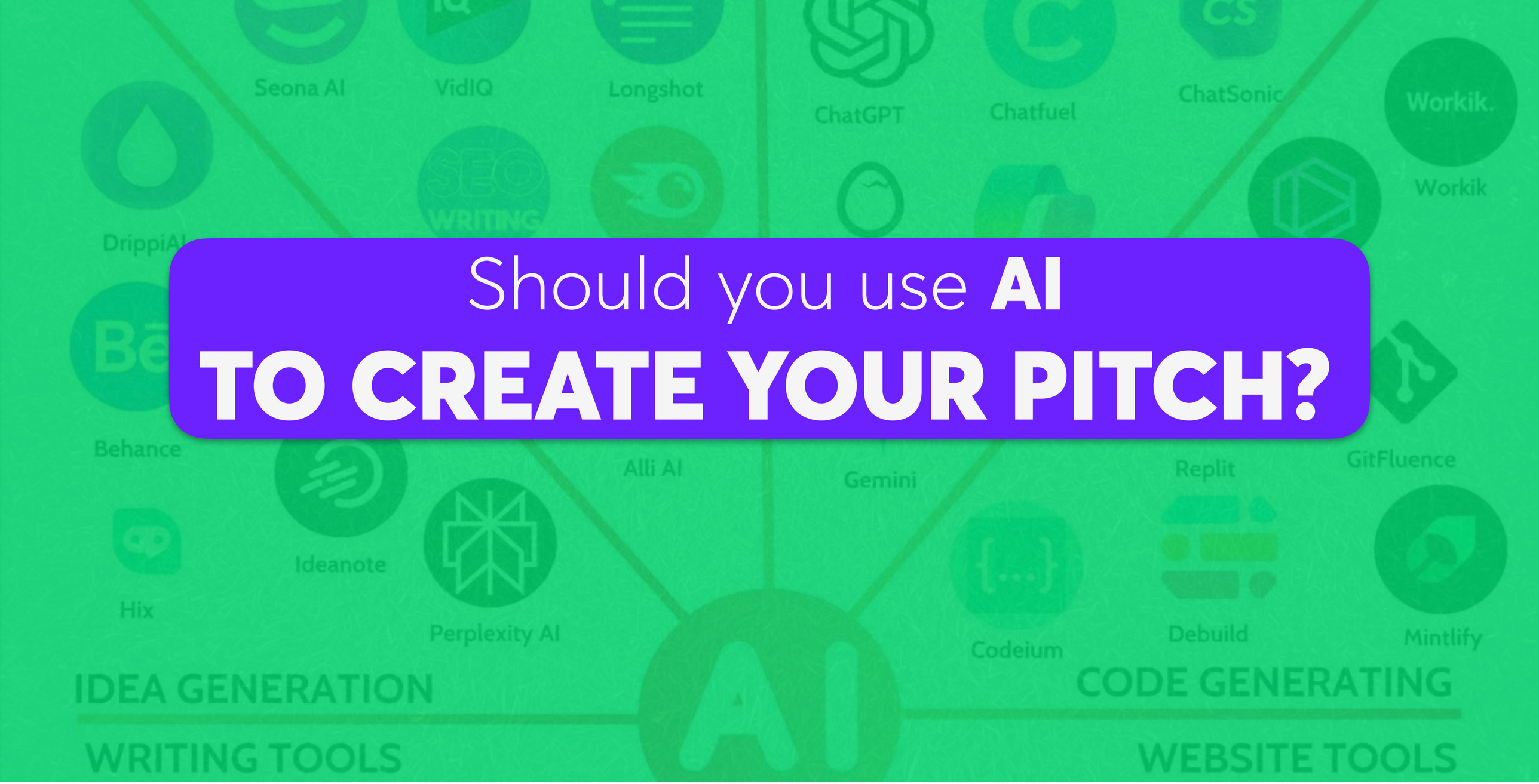


Friendly advice for improvement


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

10 mins

5 BREAK ENDS



Should you use **AI**
TO CREATE YOUR PITCH?

08-19-2026 | TECH

Why founders should never use AI-generated pitch decks

Gentle advice from a VC who's seen way too many of them.

SHARE ADD ON GOOGLE

FAST COMPANY



Read this article written by an INVESTOR

best3minutes.com/tncanhs26

RECOMMENDED WAYS TO TO USE AI TO CREATE YOUR PITCH

After some of your own thinking...

Ask AI to **work with you** and ask you questions - not just deliver output

Ask AI to **reduce** a part of your story to a **certain number** of sentences

Find images and graphics for your slides

Clean up your design

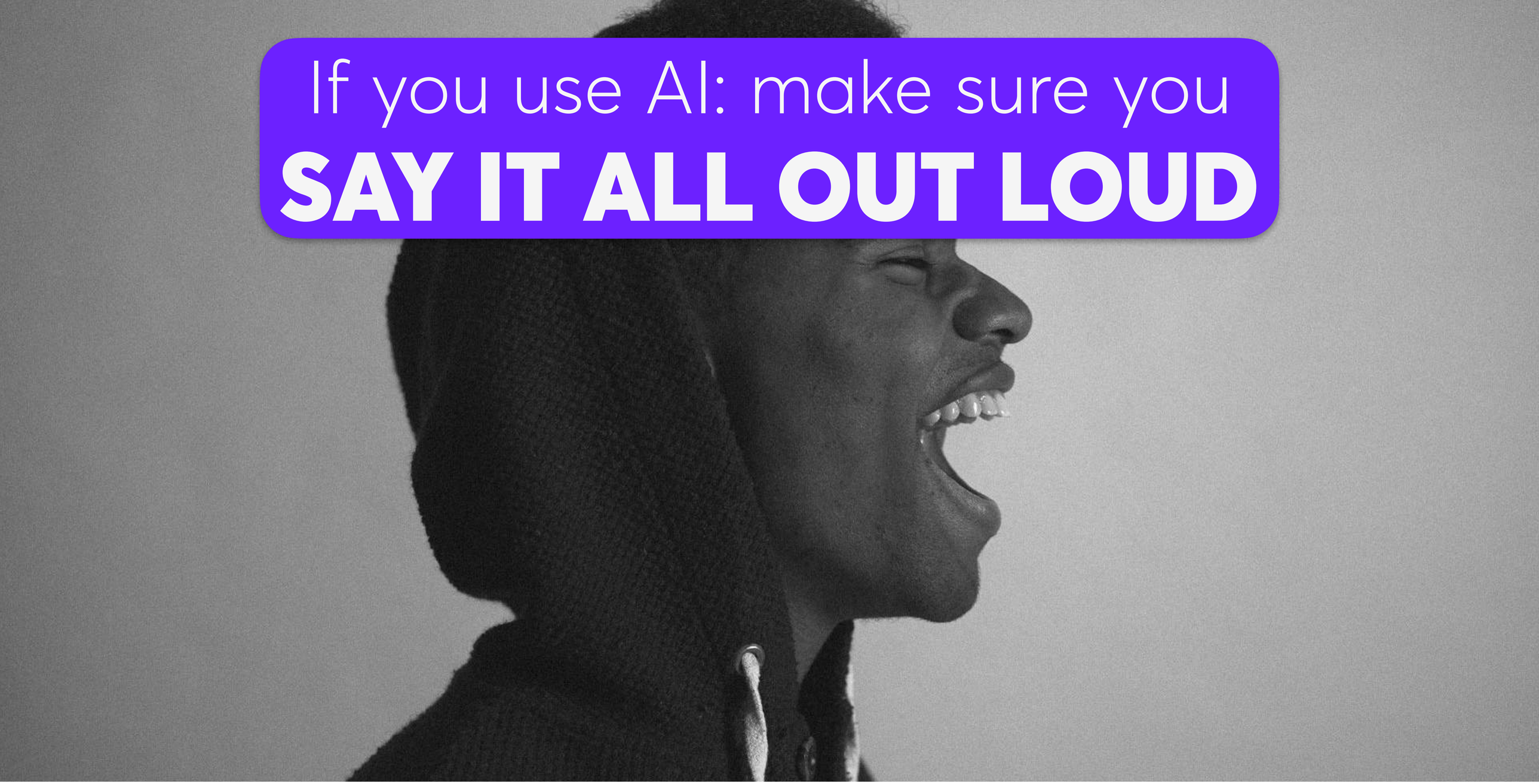
DON'T: Just ask AI to write the complete script

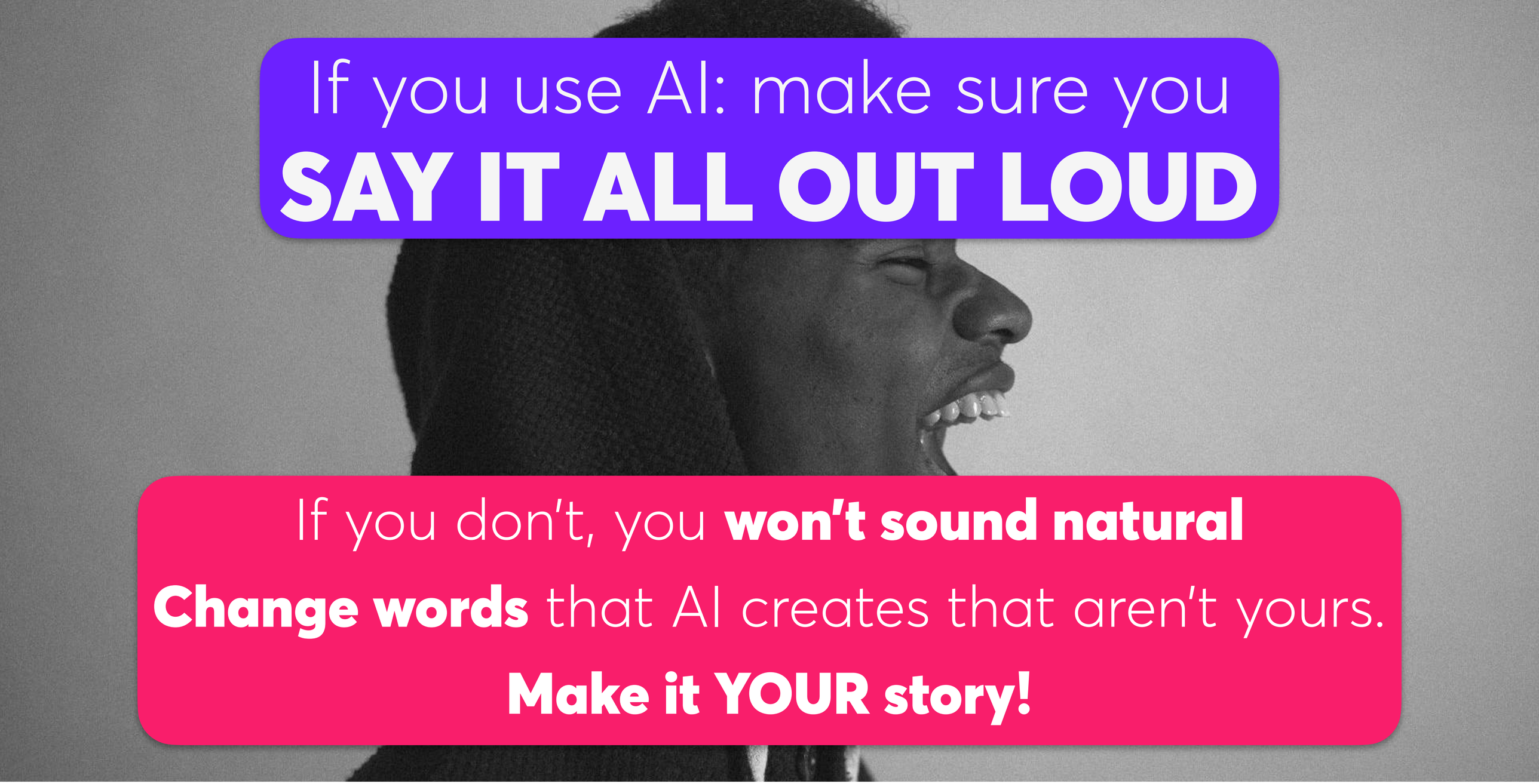
DON'T: **Outsource** your **thinking** to AI

DON'T: ask AI to create your **whole deck**

You won't be able to **answer questions** about the business

You won't sound **natural**


If you use AI: make sure you
SAY IT ALL OUT LOUD



If you use AI: make sure you

SAY IT ALL OUT LOUD

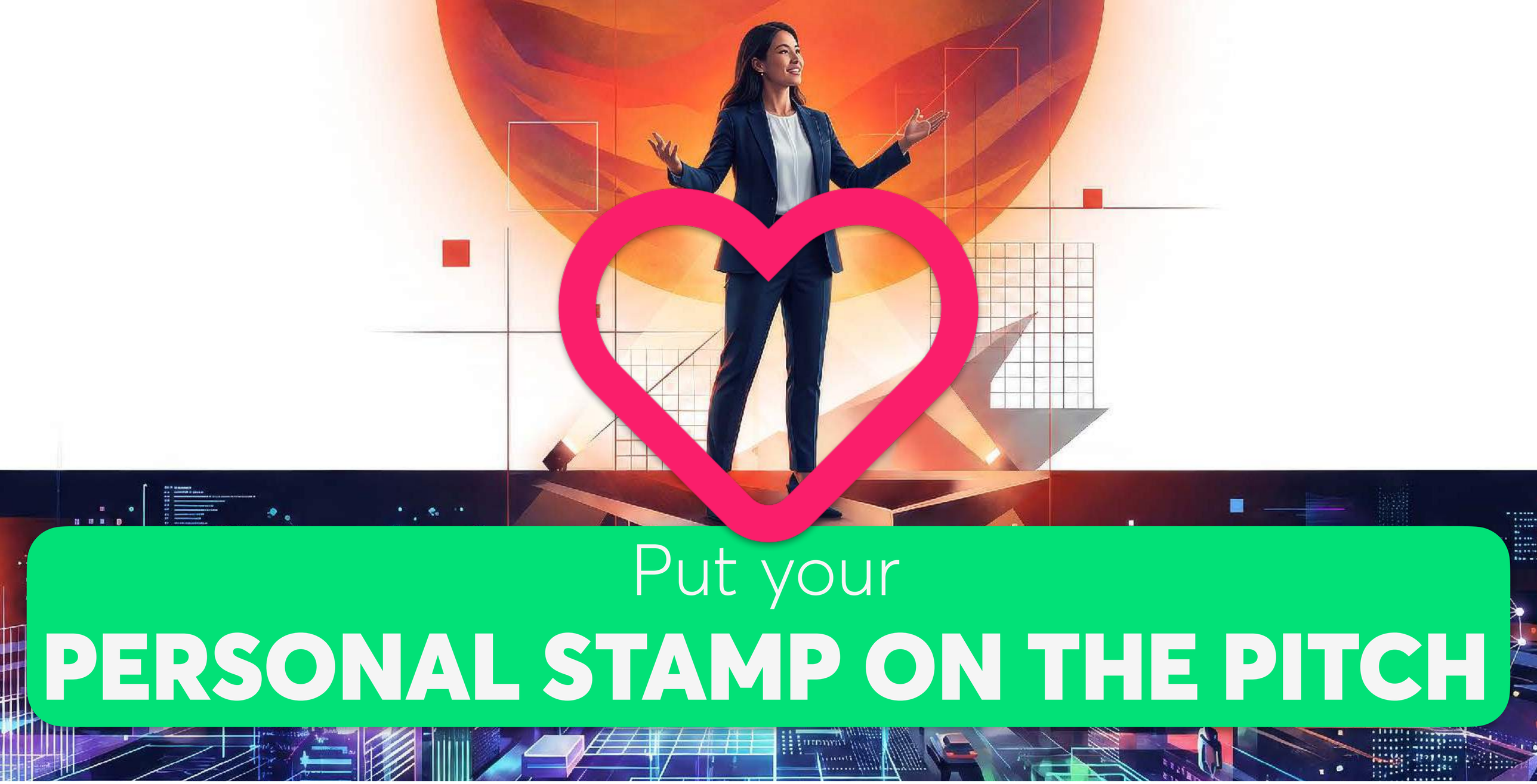
If you don't, you **won't sound natural**

Change words that AI creates that aren't yours.

Make it YOUR story!



How do you stand out
IN A WORLD OF AI PITCHES?



Put your

PERSONAL STAMP ON THE PITCH



WHY YOU?

This is
YOUR
Unique Story!

Two ways to put your

PERSONAL STAMP ON THE PITCH



You've **Experienced** the **Problem**



You're **Excited** about the **Product, Result**



WHY YOU?

What's that one thing that **makes you happy?**

A **product** feature?

An **outcome** for a **customer?**

A company **breakthrough?**

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

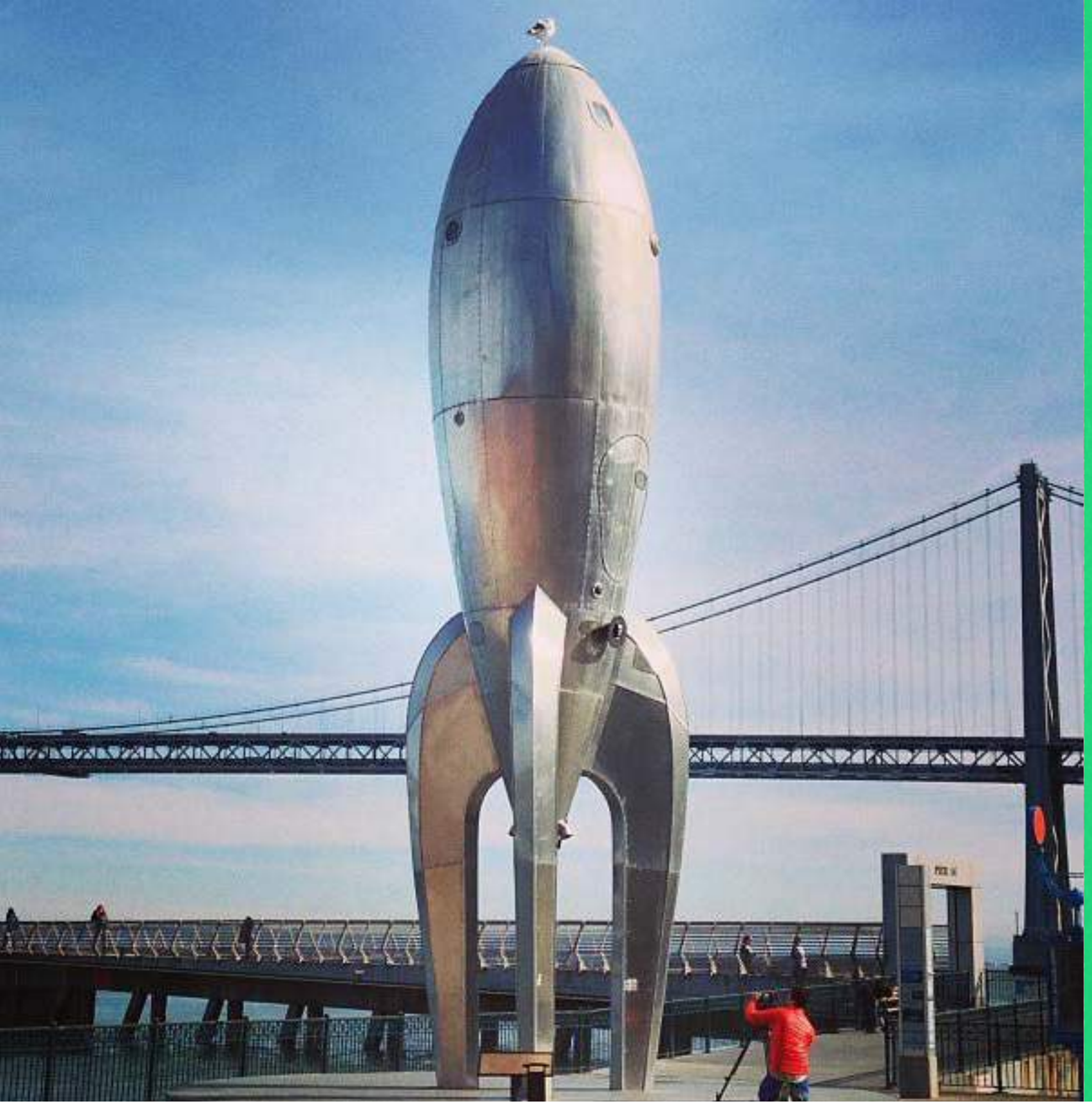
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



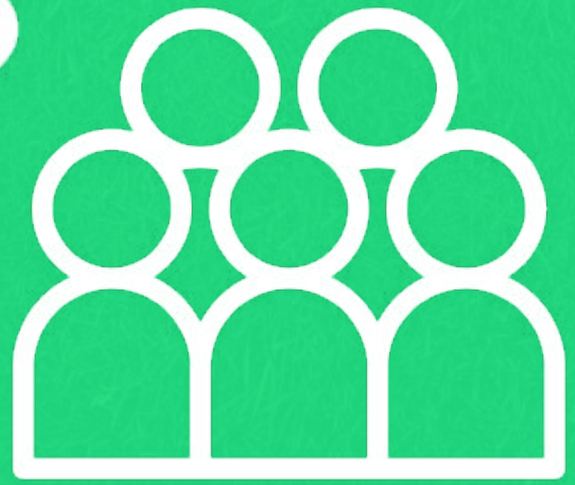
The first 20 seconds buys

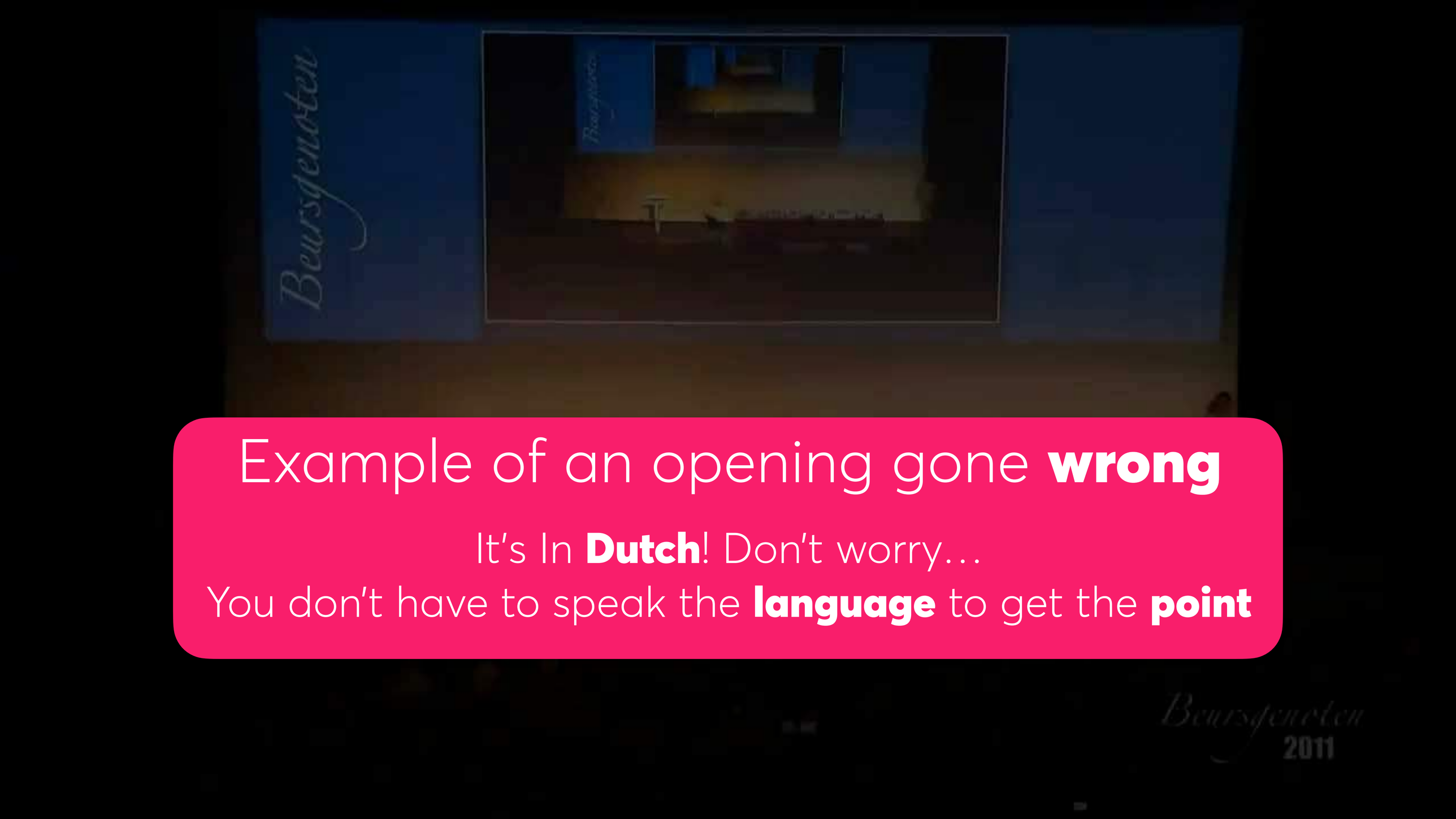
ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





Example of an opening gone **wrong**

It's In **Dutch**! Don't worry…
You don't have to speak the **language** to get the **point**



A professionally planned opening from
The Great Bubble Barrier


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

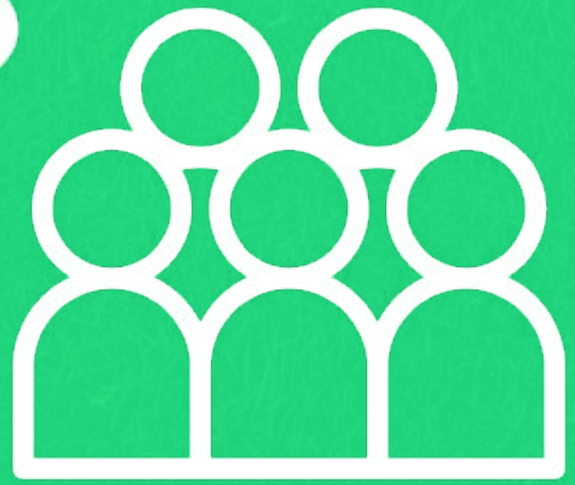
SADDL



Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*




QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!



ACTION STEP

Review your pitch

Based on these examples,
is there a **stronger** way
to start your pitch?

Write down your
opening 3-5 sentences



ACTION STEP

Review your pitch

Based on these examples,
is there a **stronger** way
to start your pitch?

Write down your
opening 3-5 sentences

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

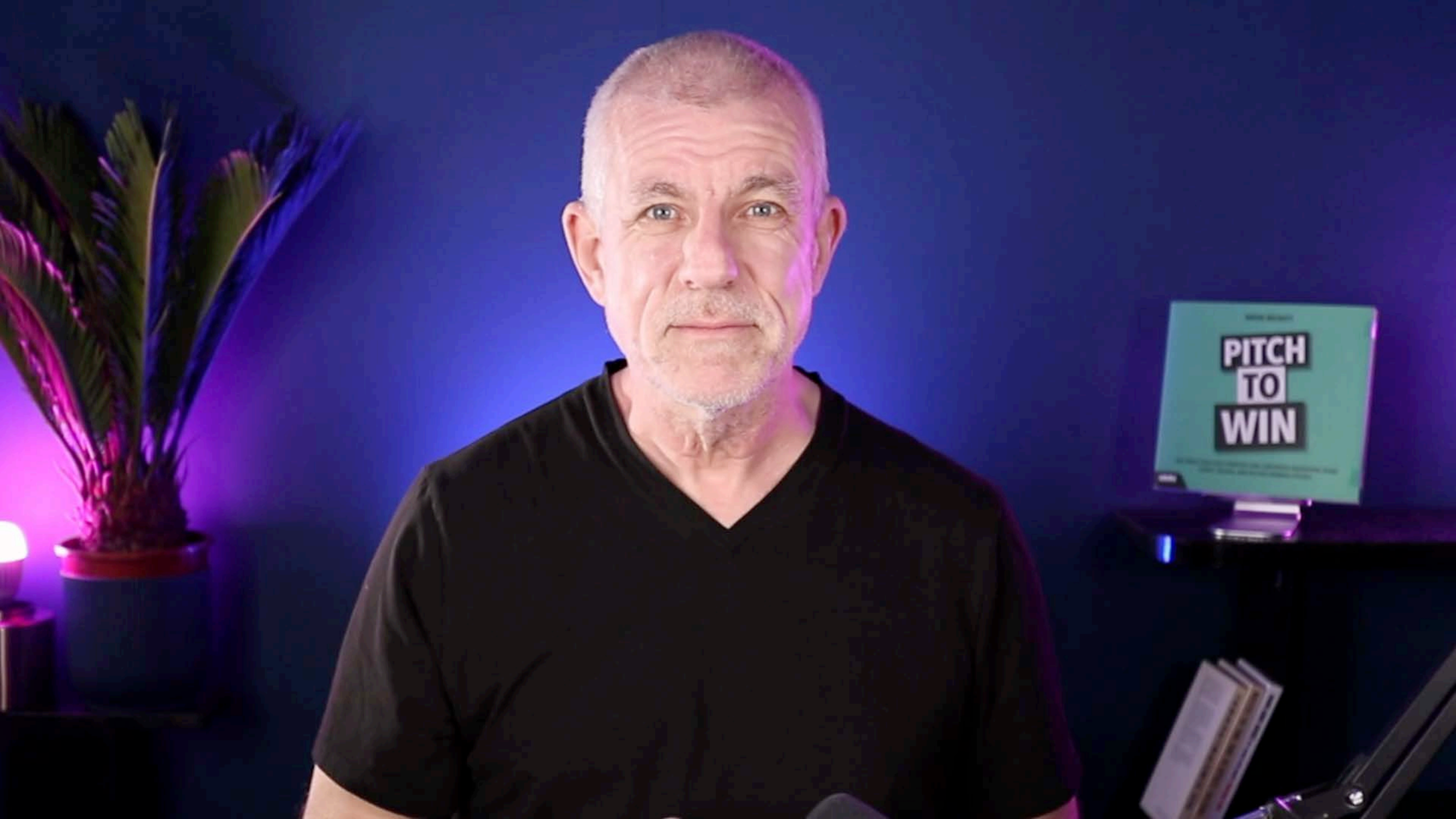
What happens if I say…

“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

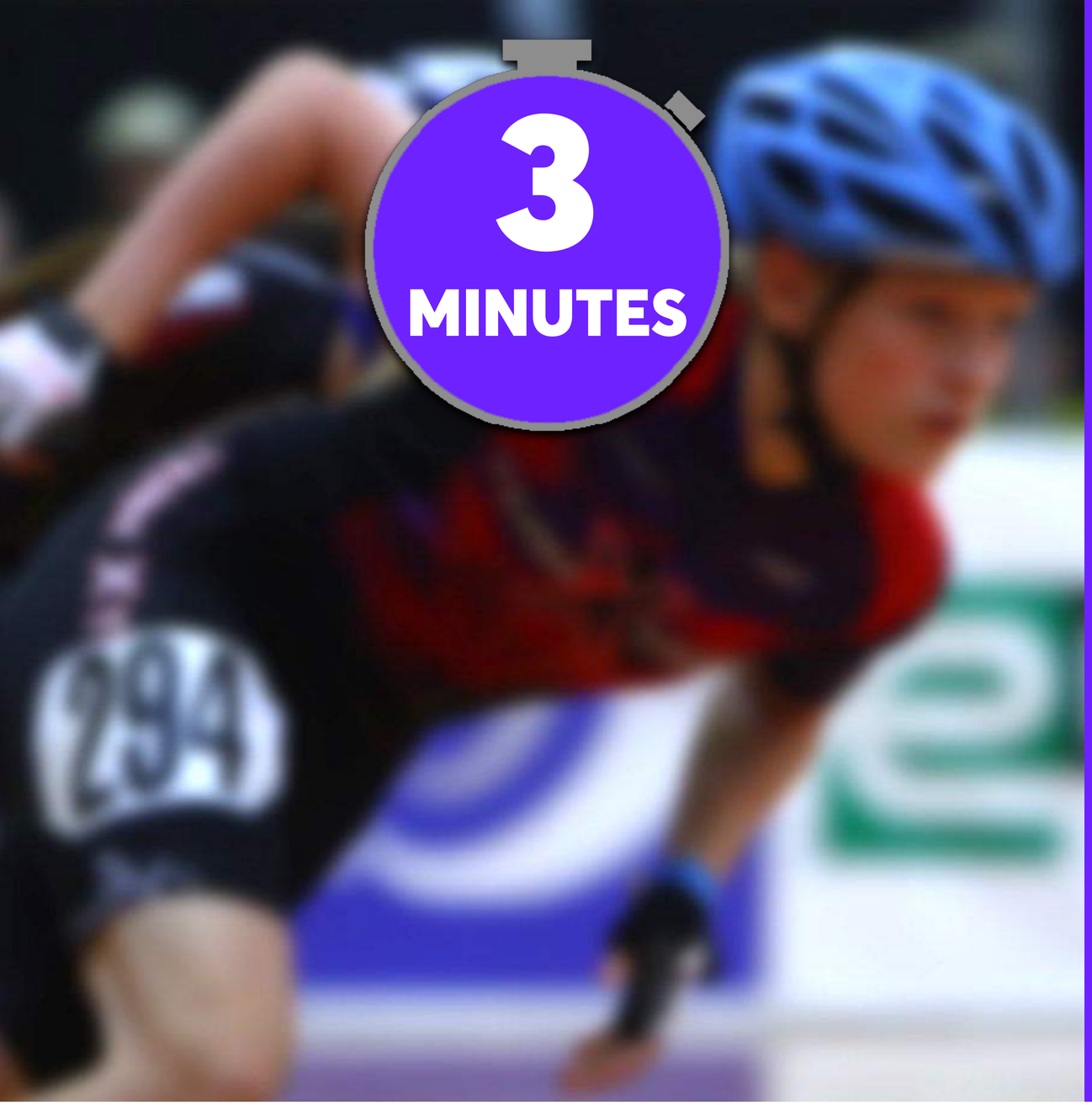
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



ACTION STEP

Review your pitch

Is there a **good moment** to use a Power of Three approach, to create more focus and clarity?

Make notes,
write the phrases



ACTION STEP

Review your pitch

Is there a **good moment** to use a Power of Three approach, to create more focus and clarity?

Make notes,
write the phrases

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

Short Pitch?

10-15 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!


QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!


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


NOW
LET'S PITCH
AGAIN!



ACTION STEP

Review your 120 Second pitch, thinking about;

A stronger **Opening**

Power of **Three**

Planned **Closing**

Clarity with **Voice**

120 seconds = 18 sentences



ACTION STEP

Review your 120 Second pitch, thinking about;

A stronger **Opening**

Power of **Three**

Planned **Closing**

Clarity with **Voice**

120 seconds = 18 sentences

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Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

In Pairs, Breakout rooms:

Test your 120 Second Pitch, thinking about;

A stronger **Opening**

Power of **Three**

Planned **Closing**

Clarity with **Voice**

120 seconds = 18 sentences

best3minutes.com/dghrpitch


Answering Questions
UNDER PRESSURE



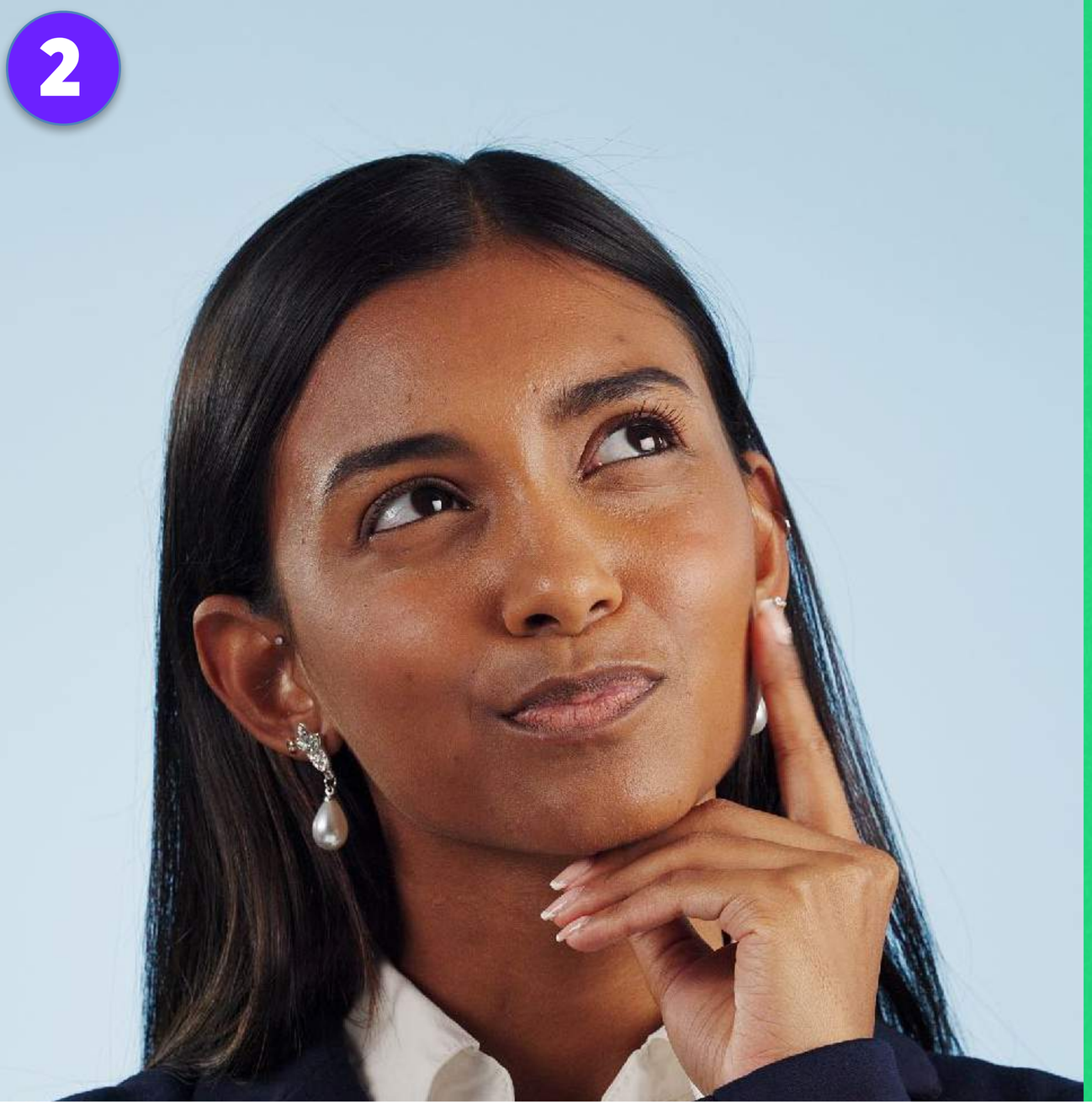
1

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 listening, & thinking!

While thinking, look for a
structure to apply to your answer,
so you **don't ramble**

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 (not a script)

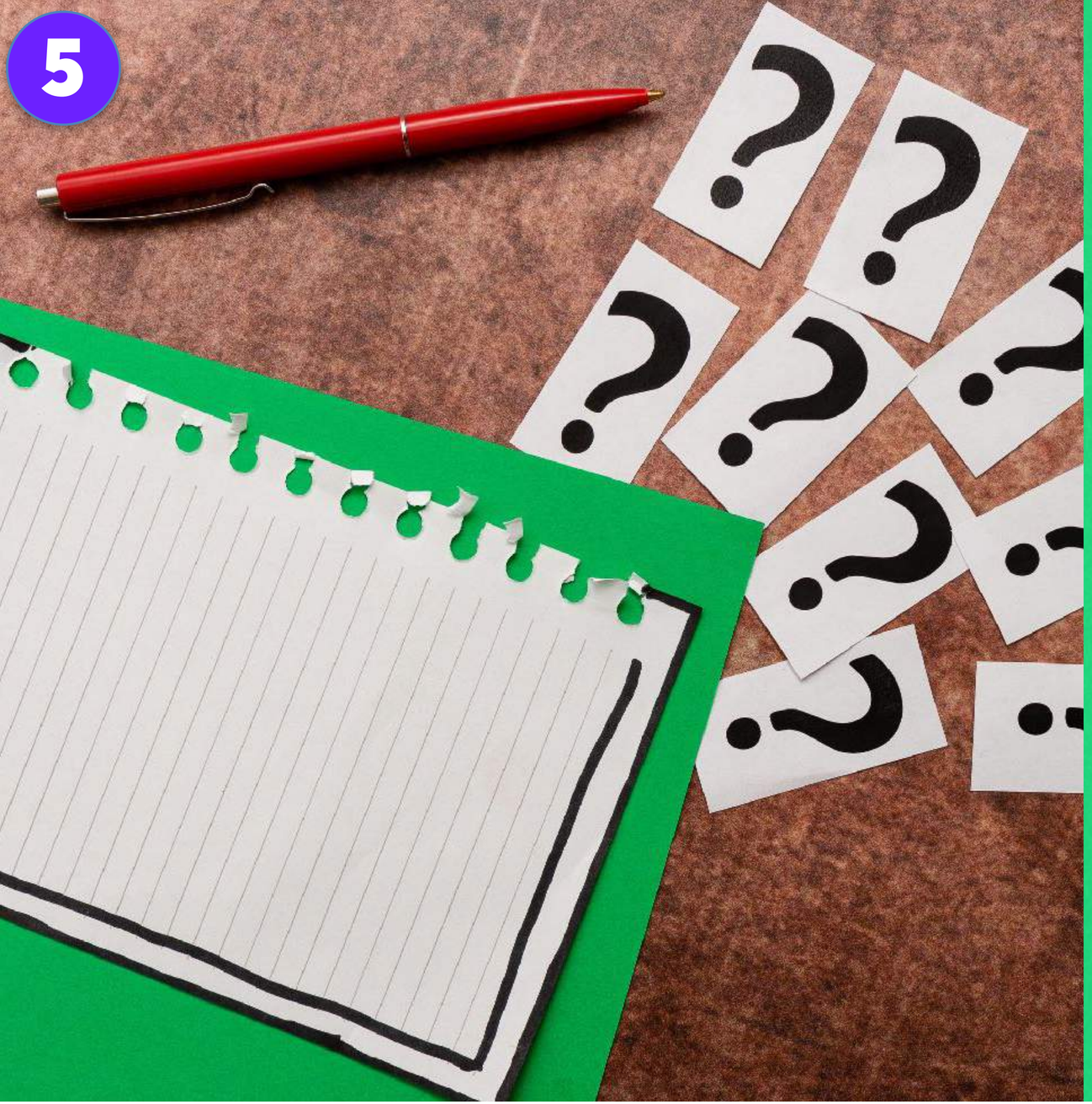
4



NEVER ARGUE!

Thank them for the question - even if it's irrelevant!

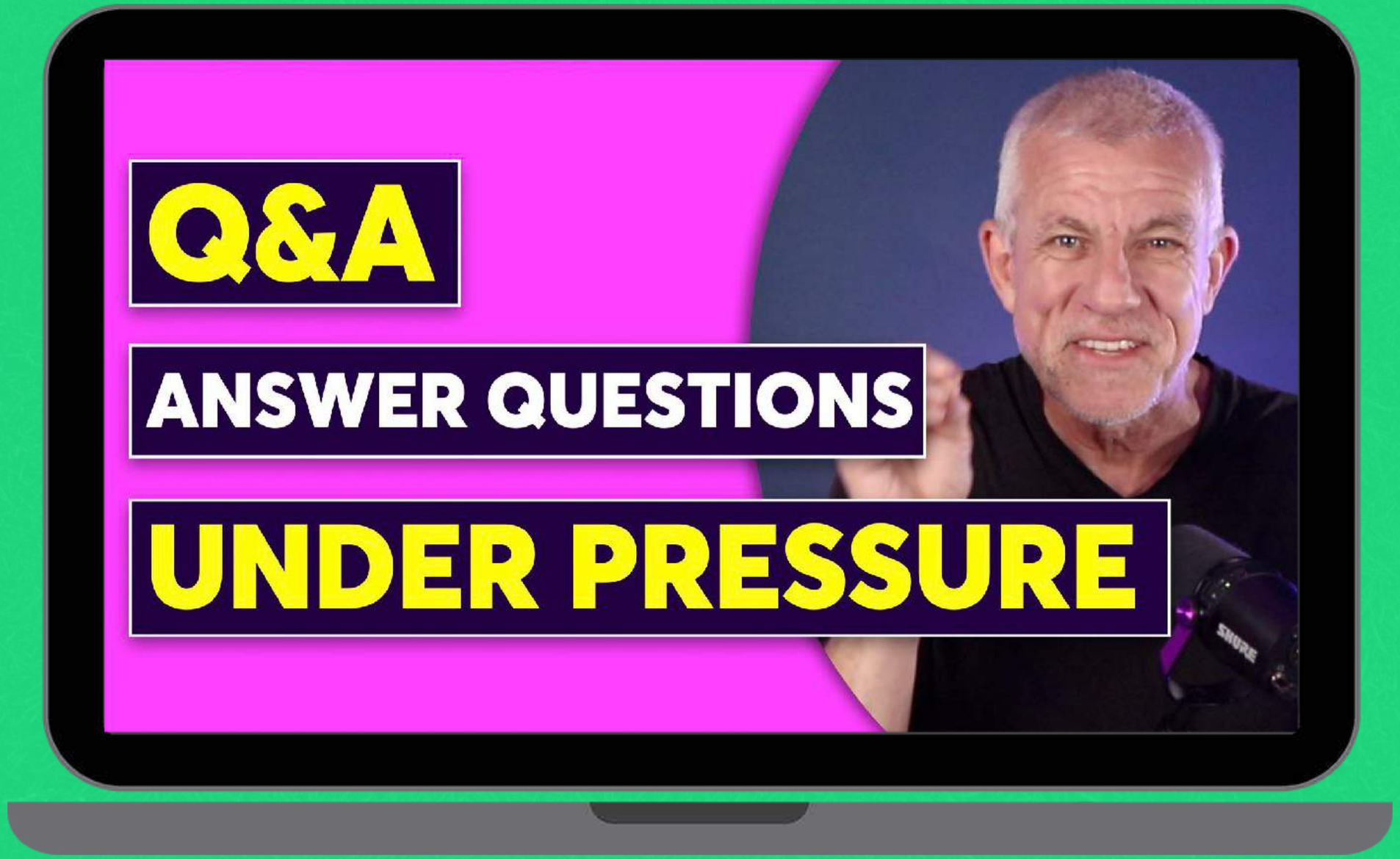
Avoid conflict where possible



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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ACTION STEP

In Pairs, Breakout rooms:

Person 1: Give your 120 Second Pitch
Person 2: Ask questions

Switch and Repeat!

Person 2: Give your 120 Second Pitch
Person 1: Ask questions

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QUESTIONS?
Please ask
IN THE CHAT OR WITH VOICE!

Pitch tools and

RESOURCES







best3minutes.com/dghrpitch

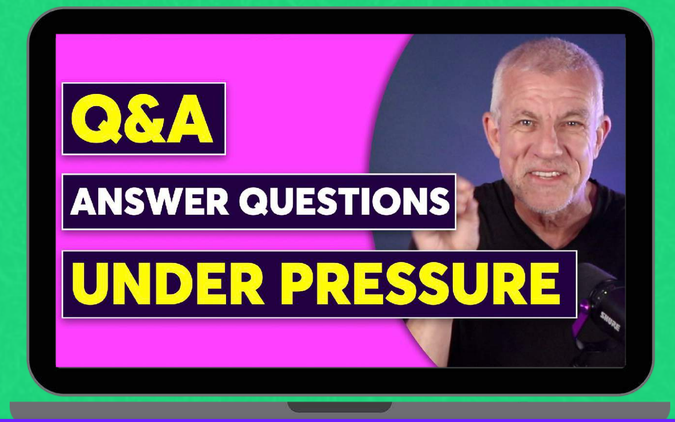
You will receive

SLIDES AND MANY MATERIALS









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