

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **44,000+** Professionals

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Workshop **#1310**

Best 3 Minutes


We are all trying to
CONVINCE BUSY PEOPLE


Prepare you to
PRESENT TO LEADERSHIP
PLUS COLLEAGUES,
OTHER DEPARTMENTS

The tightrope you walk in **PRESENTATIONS TO LEADERSHIP**



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

"We give you **clarity**, so you understand the **value** of the **proposal**"



Marketing Assistant



Country Director

Canon



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

Present 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!



ACTION STEP

Present 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!



Who are we presenting to?

Why are we presenting?

What should we present?

What we'll cover **TODAY**



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



How Leadership at Shell want to be presented to



We're going to Build & Test a 2 Minute Presentation!

Why do Presentations to Leadership **GO WRONG?**



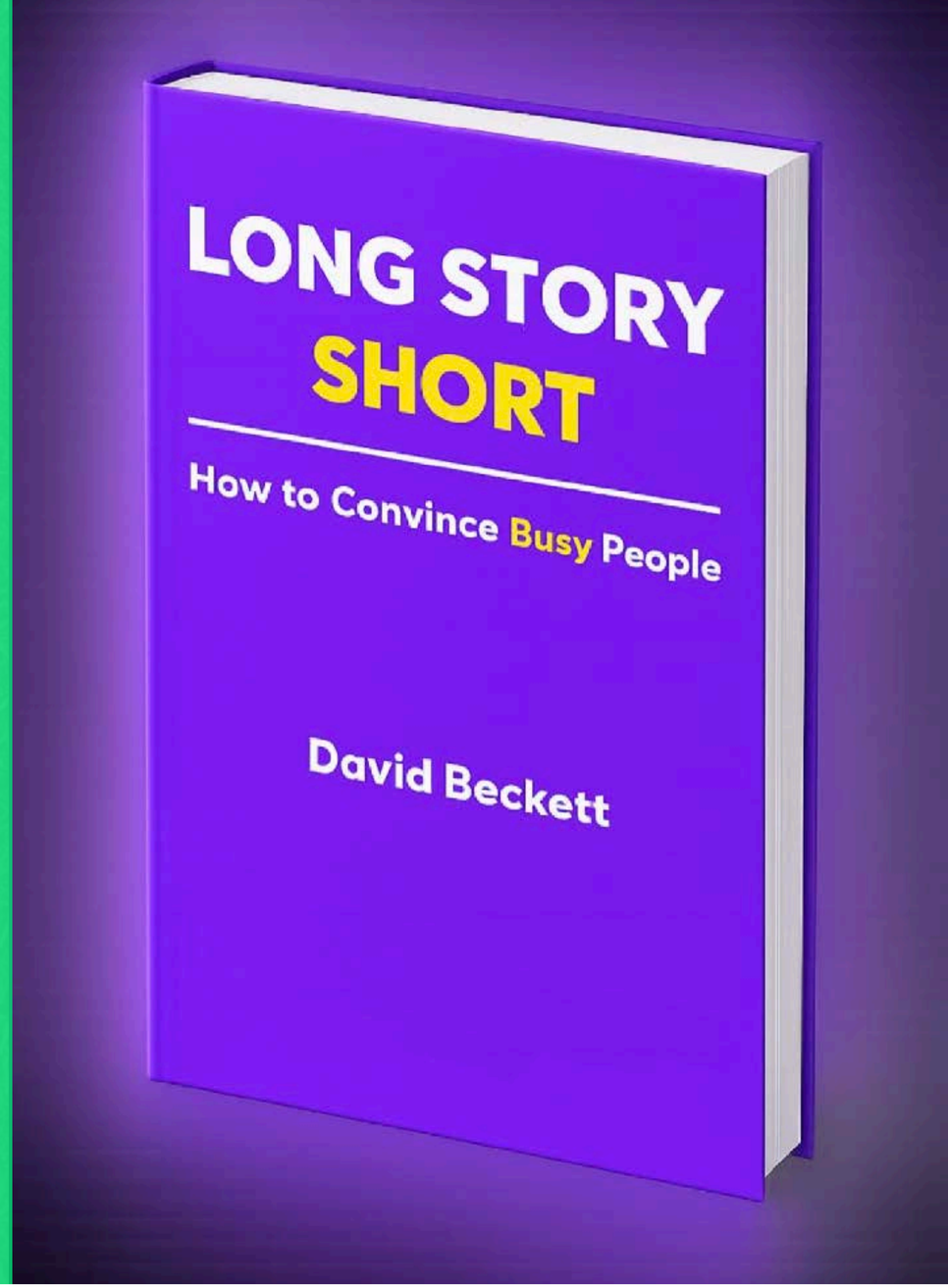

Management
ARE BUSY PEOPLE

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



Exec. Director & CEO, AEF

Alibaba



Founder & CEO

BT SOURCED



CEO NL

PARADOR



Candice John

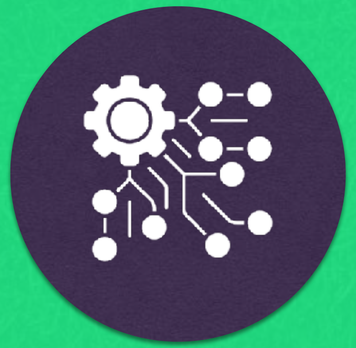
Director, Technology Program

For many companies

80% PRES. MEETINGS GO WRONG



Too Much
Information



Focused on
Process, not Result



Time
Runs Out

For many companies

80% PRES. MEETINGS GO WRONG



Too much
Information



Slides too
complex



No **clarity** on
key messages



Feel the need to
explain every **detail**

For many companies

80% PRES. MEETINGS GO WRONG



Focused on
Process, not Result



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



Gap: Data presented,
vs. **Insights** needed

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)	
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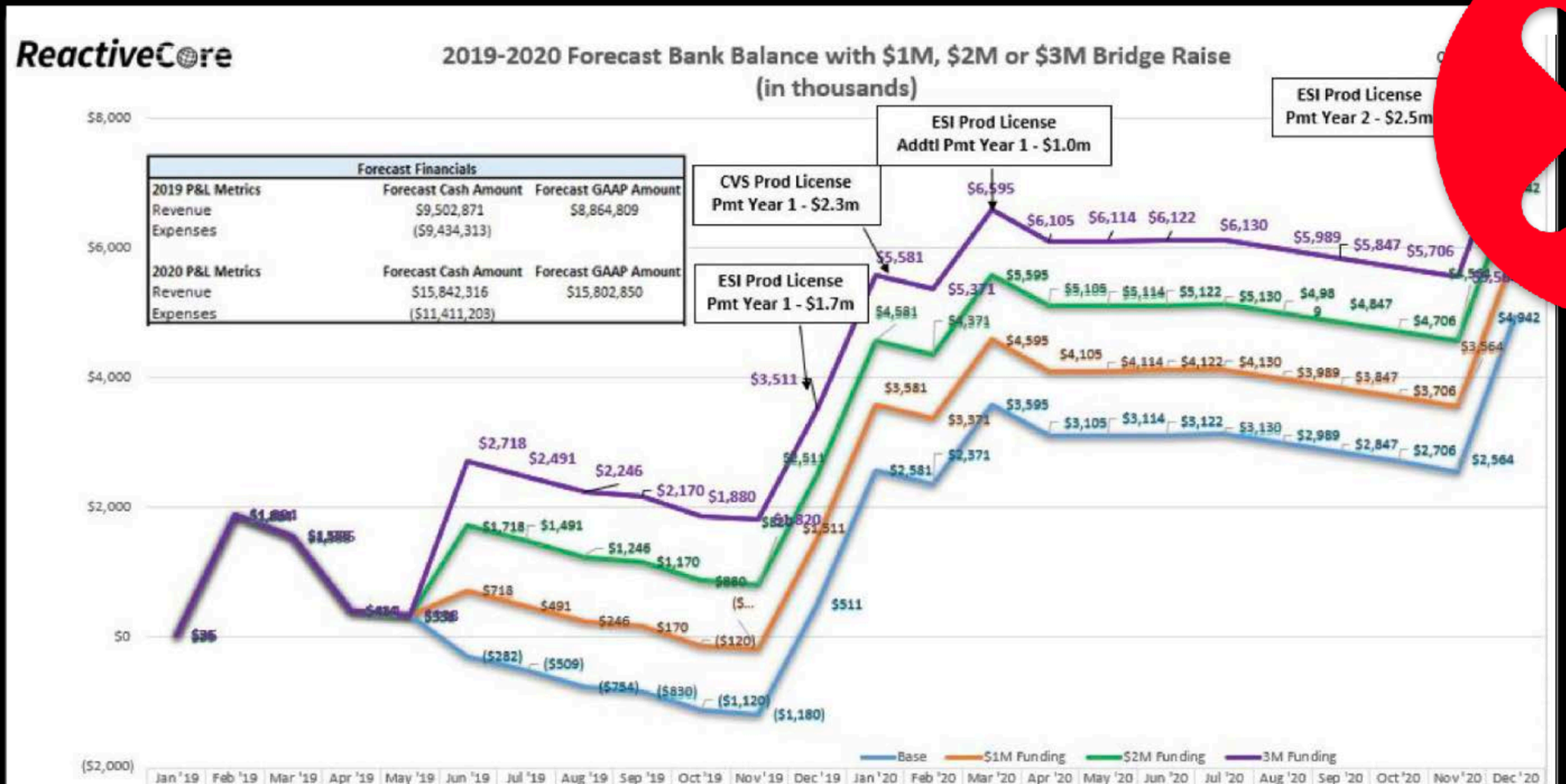

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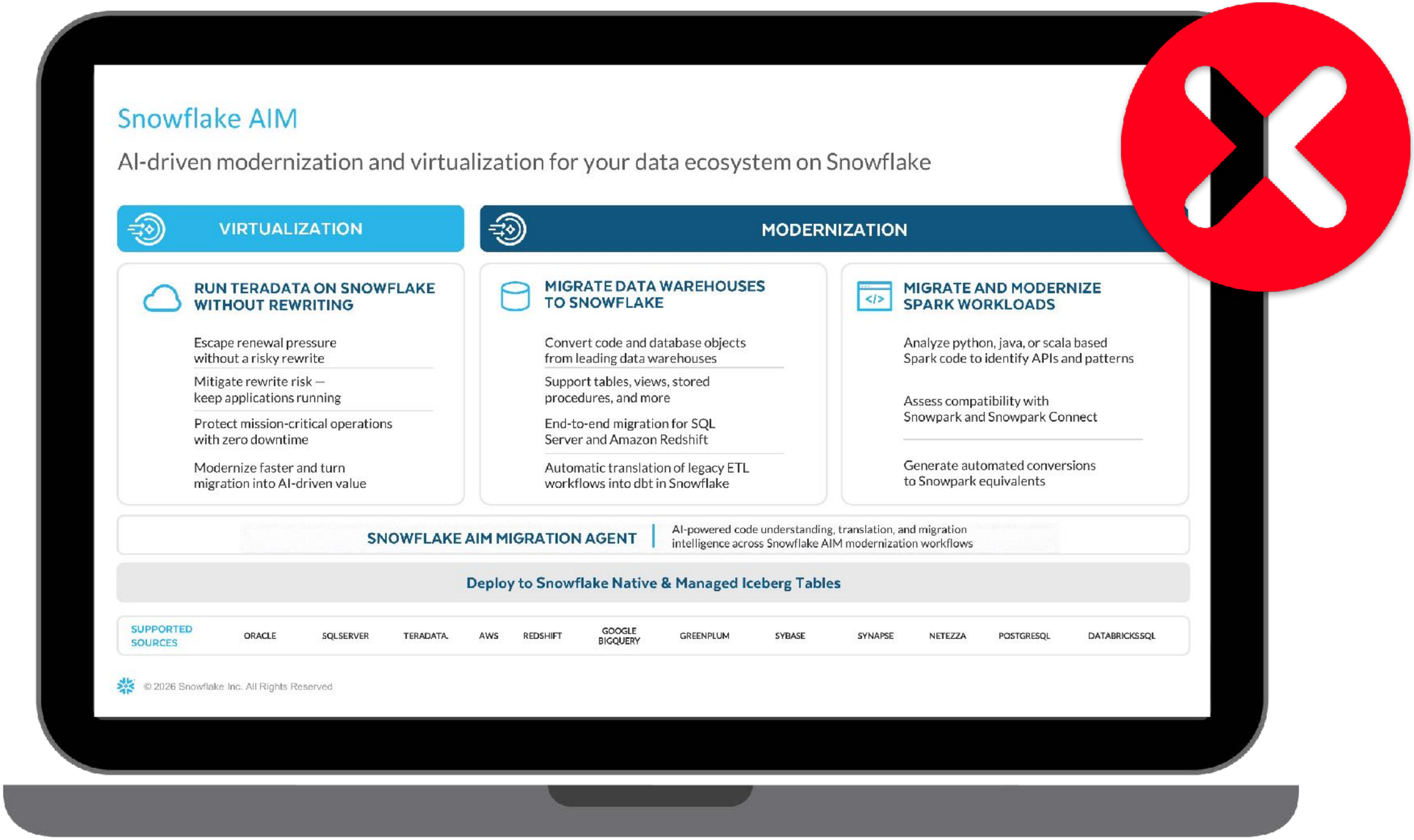
Snowflake AIM
AI-driven modernization and virtualization for your data ecosystem on Snowflake
VIRTUALIZATION
MODERNIZATION
RUN TERADATA ON SNOWFLAKE WITHOUT REWRITING
Escape renewal pressure without a risky rewrite
Mitigate rewrite risk — keep applications running
Protect mission-critical operations with zero downtime
Modernize faster and turn migration into AI-driven value
MIGRATE DATA WAREHOUSES TO SNOWFLAKE
Convert code and database objects from leading data warehouses
Support tables, views, stored procedures, and more
End-to-end migration for SQL Server and Amazon Redshift
Automatic translation of legacy ETL workflows into dbt in Snowflake
MIGRATE AND MODERNIZE SPARK WORKLOADS
Analyze python, java, or scala based Spark code to identify APIs and patterns
Assess compatibility with Snowpark and Snowpark Connect
Generate automated conversions to Snowpark equivalents
SNOWFLAKE AIM MIGRATION AGENT
AI-powered code understanding, translation, and migration intelligence across Snowflake AIM modernization workflows
Deploy to Snowflake Native & Managed Iceberg Tables
SUPPORTED SOURCES
ORACLE
SQLSERVER
TERADATA.
AWS
REDSHIFT
GOOGLE BIGQUERY
GREENPLUM
SYBASE
SYNAPSE
NETEZZA
POSTGRESQL
DATABRICKSSQL
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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



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What we'll cover **TODAY**



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



How Leadership at Shell want to be presented to



We're going to Build & Test a 2 Minute Presentation!



Candice John

Director, Technology Program



Candice John
Director,
Technology
Program

Presenters must **lead** with **quantified** value (e.g. **cost** per kilogram, **efficiency** gains, IRR) rather than **diving first** into **technical** detail.

As a portfolio manager, **clear metrics** enable **rapid assessment** and **prioritization** versus **competing** R&D projects.

So I asked the 🔥

BURNING QUESTION

"What if I **don't have clear** or **certain metrics** of the **value?"**



Candice John
Director,
Technology
Program

At early stage, a **band** of **potential**, and your **ambition** for **improvement** is enough

That's why we have **stage gates:** more **certainty** is needed **later**



Candice John
Director,
Technology
Program

Establishing Shell's **Right to Win** and **Differentiation**

Commercialization Strategy and **Business Models**

Meeting **Structure**, and **Enthusiasm**



Candice John
Director,
Technology
Program

Establishing Shell's **Right to Win** and **Differentiation**

Commercialization Strategy and **Business Models**

Meeting **Structure**, and **Enthusiasm**



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



Intro: What **is the BIG IDEA?**



Intro: What **is the BIG IDEA?**



Problem or **Opportunity**



Intro: What **is the BIG IDEA?**



Problem or **Opportunity**



What you **Propose** to do?



Intro: What **is the BIG IDEA?**



Problem or **Opportunity**



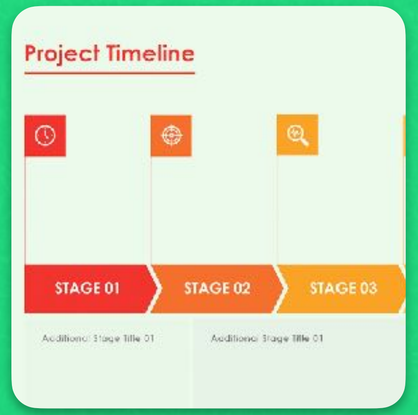
What you **Propose** to do?



Quantified **Commercial Value**?



Aligns with Shell's **Strategy?**



Next steps? Path to **Realisation?**

Tell them the things

THEY WANT TO KNOW



Intro: What **is the BIG IDEA?**



Problem or **Opportunity**



What you **Propose** to do?

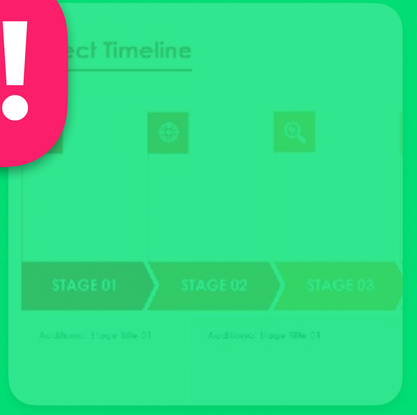
And tell them **QUICK!**



Quantified **Commercial Value**?



Aligns with Shell's **Strategy?**



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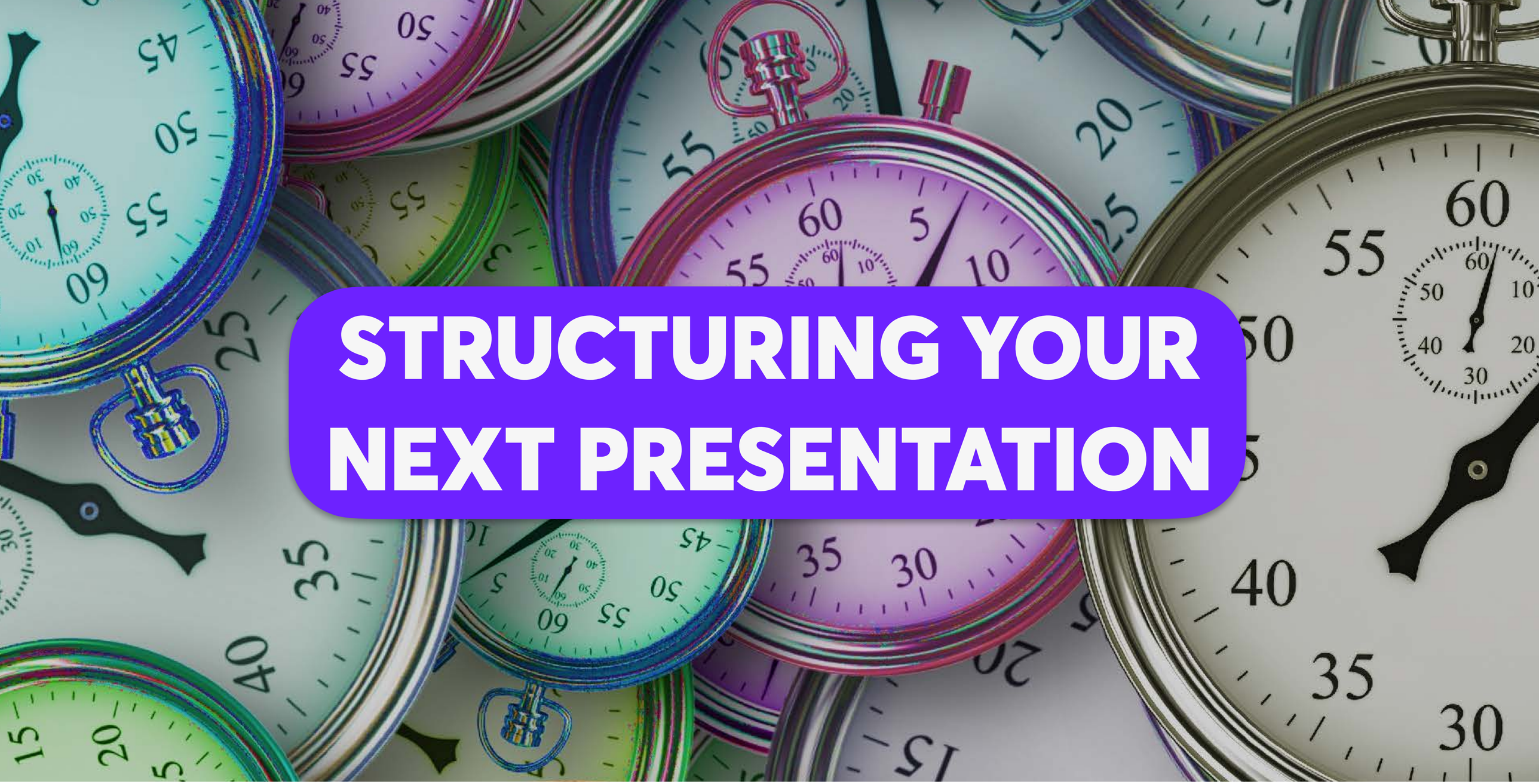

STRUCTURING YOUR
NEXT PRESENTATION

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

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

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

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**

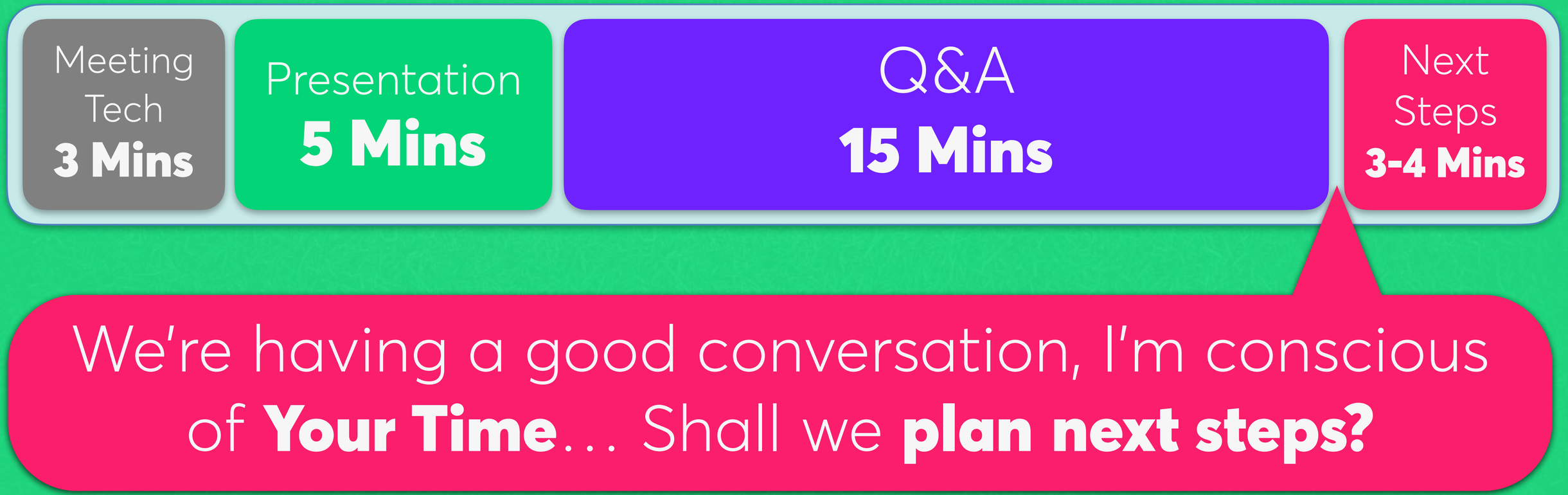
Presentation **5 Mins**

Q&A **15 Mins**

Ask the magic question… 🪄

What would you like to know more about?

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



When under time pressure...

AND THAT'S ALMOST ALWAYS!



LEAD WITH
VALUE FOR **THEM**



ANSWER QUESTIONS
ON **PROCESS**

When under time pressure...

AND THAT'S ALMOST ALWAYS!



CLARITY FIRST



DETAILS ON DEMAND

What we'll cover **TODAY**



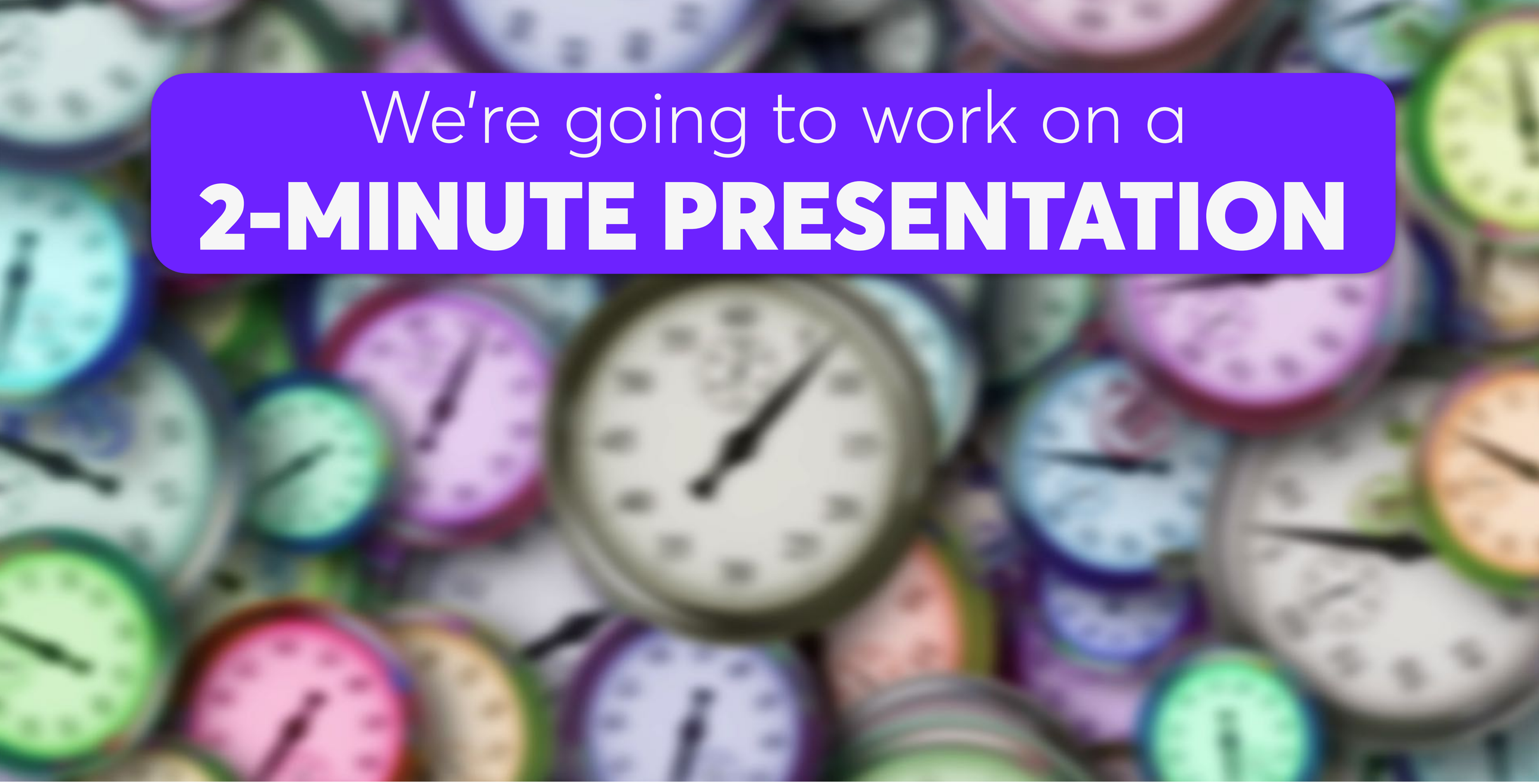
What Goes Wrong in Meetings with Leadership (and How to Fix it)



How Leadership at Shell want to be presented to



We're going to Build & Test a 2 Minute Presentation!


We're going to work on a
2-MINUTE PRESENTATION

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down
the next important presentation
you have coming up

OR

a presentation you have
recently given

and one sentence on
WHO you will present it to/
presented it to



ACTION STEP

Write down
the next important presentation
you have coming up

OR

a presentation you have
recently given

and one sentence on
WHO you will present it to/
presented it to

How do we usually create
A NEW PRESENTATION?




STOP!


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





WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking

Which topics should be in

YOUR CONVINCING PRESETATION?



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



Intro: What **is the BIG IDEA?**



Problem or **Opportunity**



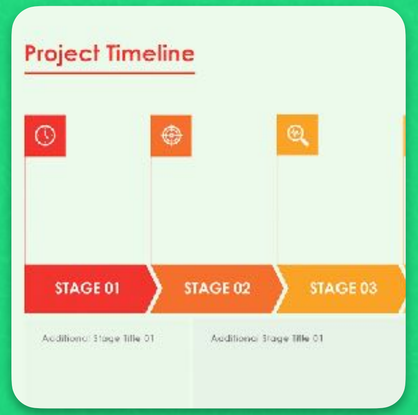
What you **Propose** to do?



Quantified **Commercial Value**?



Aligns with Shell's **Strategy?**



Next steps? Path to **Realisation?**



ACTION STEP

Prepare:

a **2-Minute** presentation covering;

The Big Idea; Pain/Opportunity
Proposed plan

Quantified Opportunity
Alignment with Shell's strategy

Next steps, simple path to market

Note: 2 Minutes = 120 seconds,

16-18 sentences

best3minutes.com/shlead26



ACTION STEP

Prepare:

a **2-Minute** presentation covering;

The Big Idea; Pain/Opportunity
Proposed plan

Quantified Opportunity
Alignment with Shell's strategy

Next steps, simple path to market

Note: 2 Minutes = 120 seconds,

16-18 sentences

best3minutes.com/shlead26



ACTION STEP

In Pairs:

Test your **120 Second** presentation

2 Minutes presentation
3 Minutes feedback

Then Switch!

Make sure **both pitch,** and **get feedback.**

best3minutes.com/shlead26



ACTION STEP

In Pairs:

Test your **120 Second** presentation

2 Minutes presentation
3 Minutes feedback

Then Switch!

Make sure **both pitch,** and **get feedback.**

best3minutes.com/shlead26


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What would you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What would 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

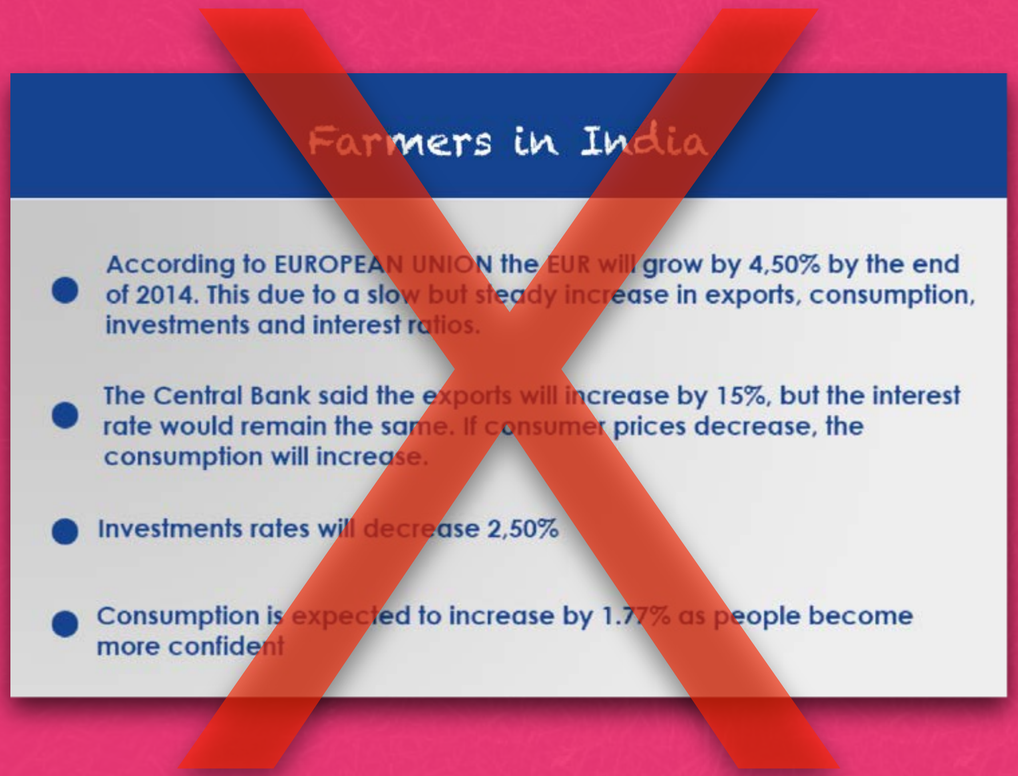


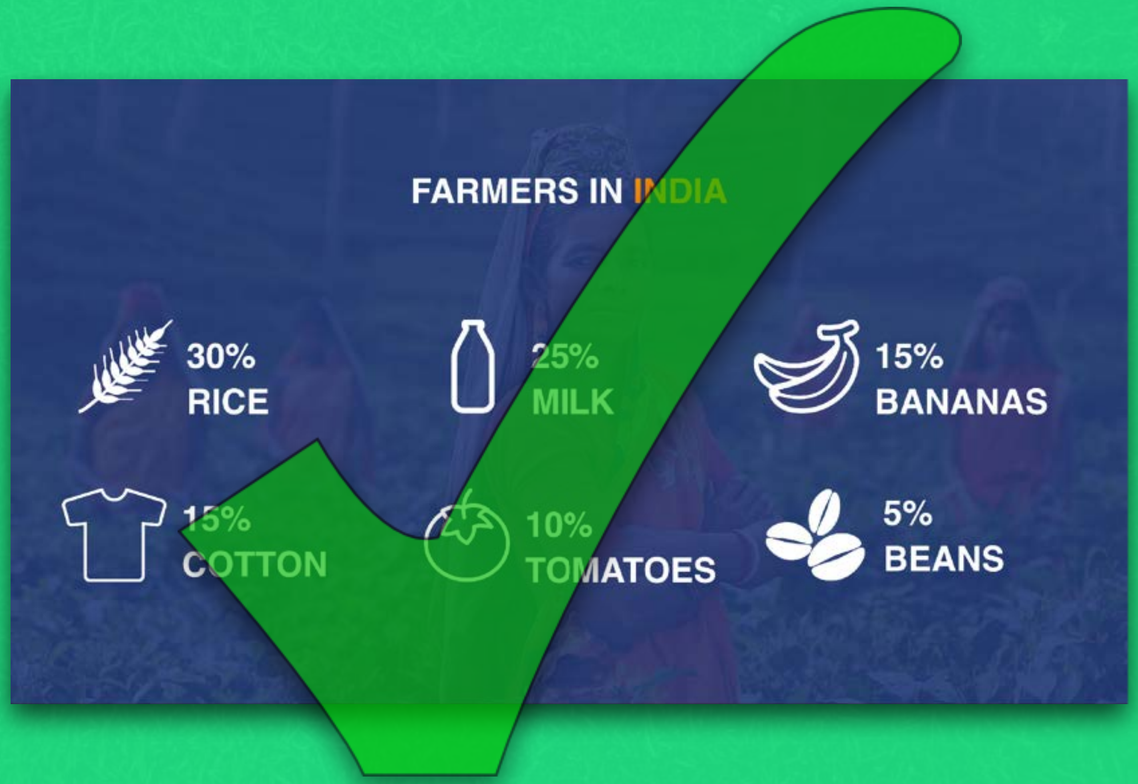
Slide Design for NON-DESIGNERS

What's the **MESSAGE?**



Keep Slides
SIMPLE & VISUAL





We cannot listen and read

AT THE SAME TIME





Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and stron… …ratio, heav…
- This … …market and s…

Why do we make

SLIDES LIKE THIS?



Factoring claims ratios were almost double of the non-factoring claims ratios!

Two purposes of
SLIDE PRESENTATIONS



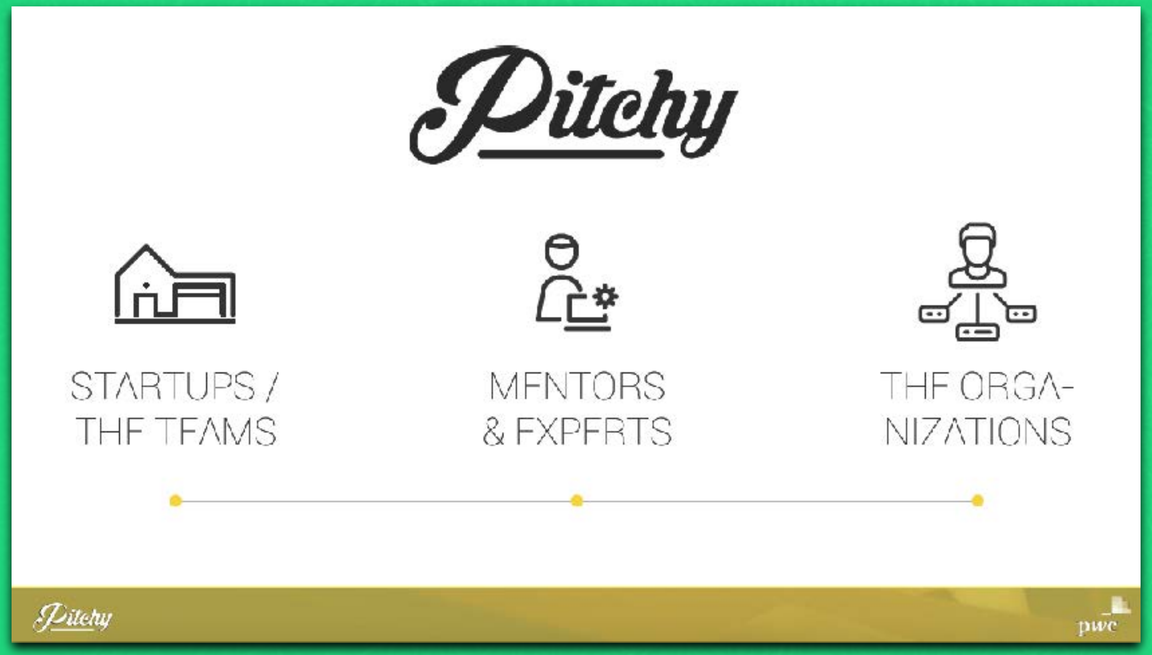
Slides to **Present**

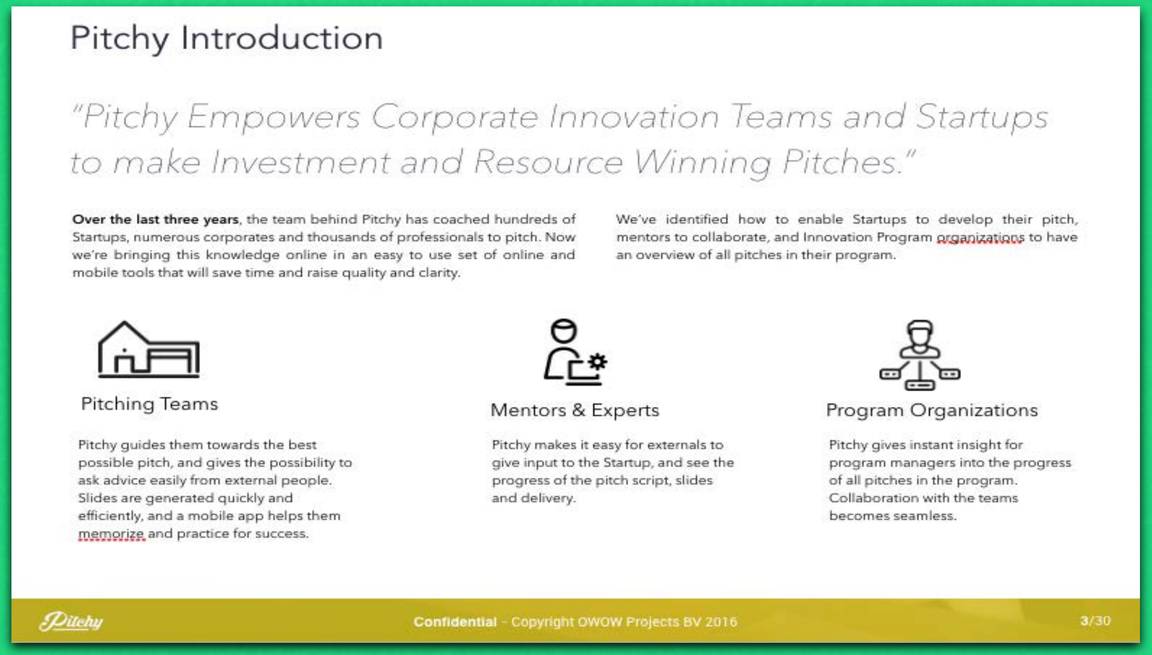


Slides to **Send**

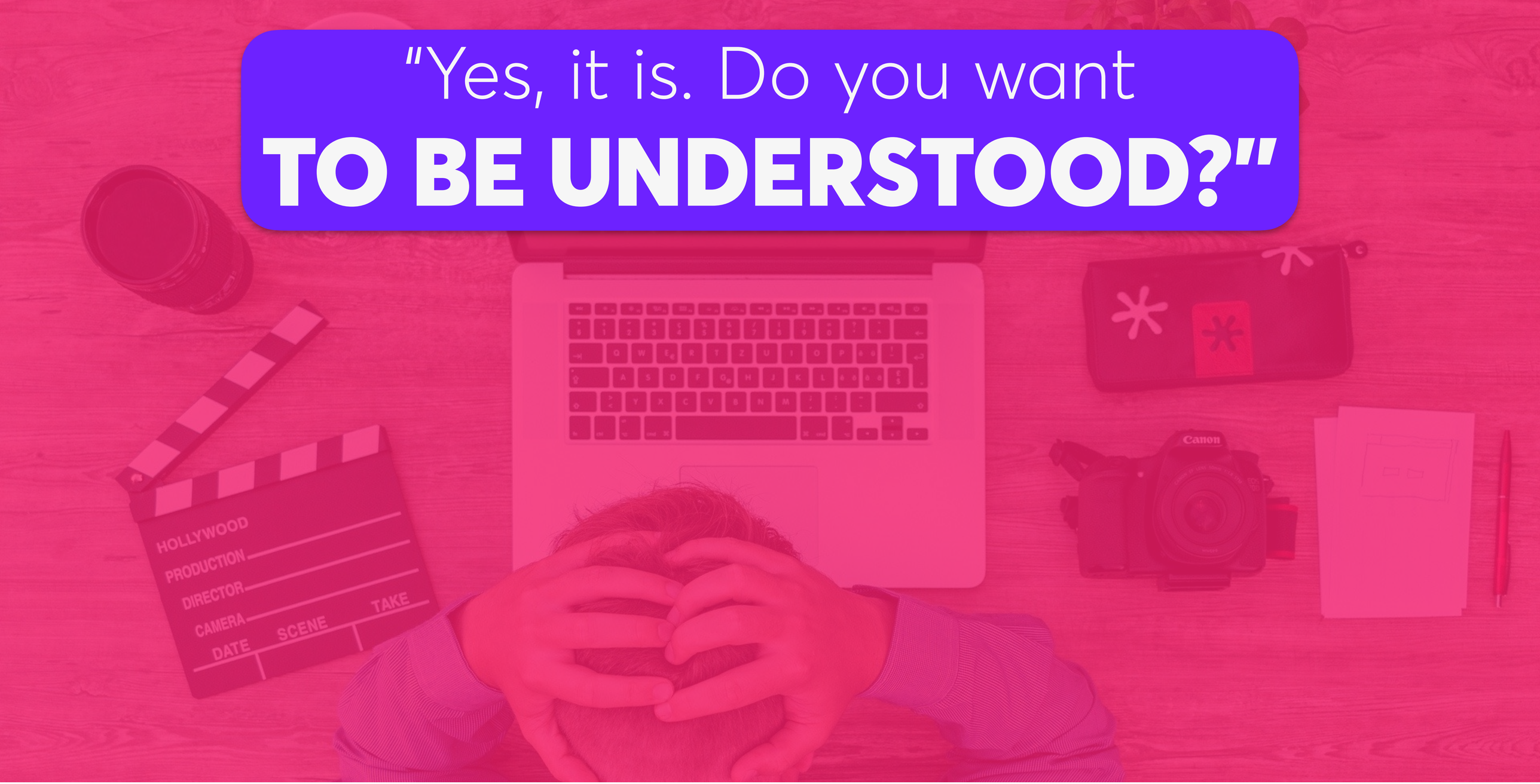
Create two slide presentations

ONE TO PRESENT: ONE TO SEND






"But that's
MORE WORK!"
HOLLYWOOD
PRODUCTION
DIRECTOR
CAMERA
DATE
SCENE
TAKE
Canon


"Yes, it is. Do you want
TO BE UNDERSTOOD?"
HOLLYWOOD
PRODUCTION
DIRECTOR
CAMERA
DATE
SCENE
TAKE
Canon


The challenge
NOT EVERYTHING IS SIMPLE!
Im(z) = 0
Re(z)=3
z = 0
short
circuit
z = 1
impedance
matched
z = ∞
open
circuit
Im(z) = -1
Re(Γ)
Γ= -1
Γ=0
Γ=1
Γ= j
∞ sphere
P=2ℓ+2w
a×b
b
|a×b|
θ
q
O
Y

The challenge

NOT EVERYTHING IS SIMPLE!

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

Deal with
2 CONFLICTING CONCEPTS

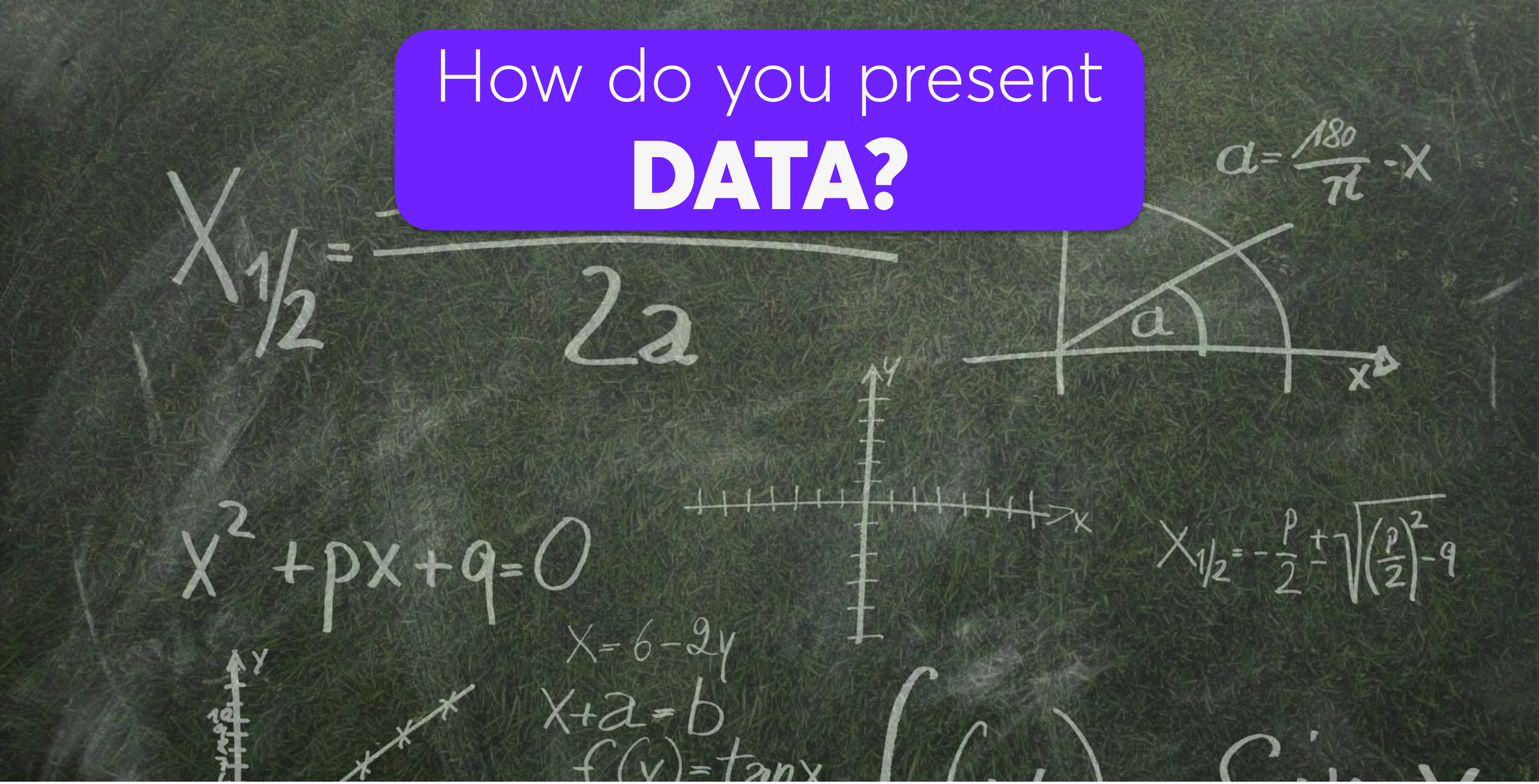


"We understand the **detail** to manage the task **complexity**"

"We help you **understand** the **proposition**"



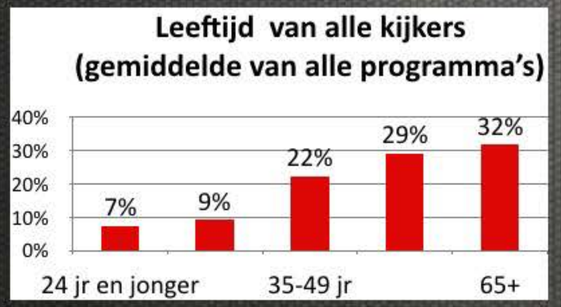
How do you present **DATA?**



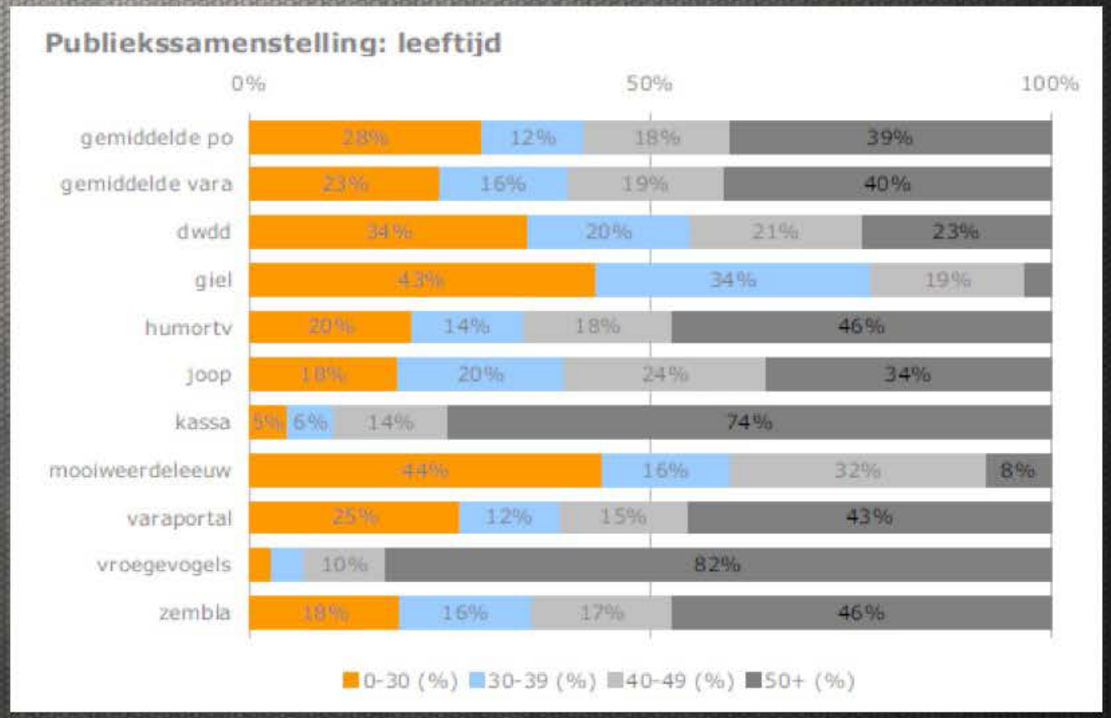
Who to Target?

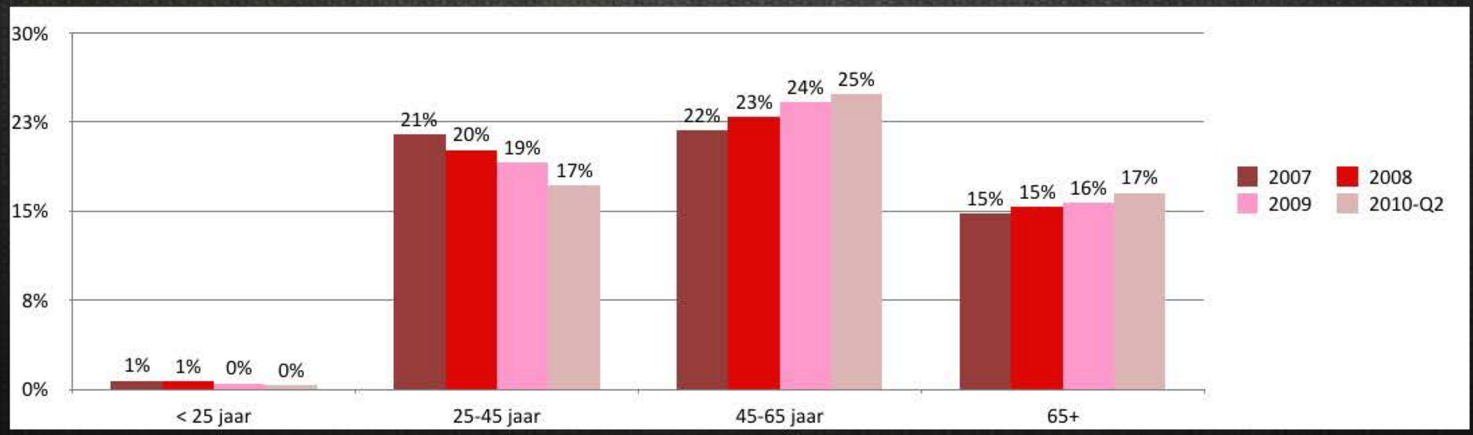
Finally they must become a member

Use the top 3-4 programs, appealing to different audiences, to leverage alliance



Forget Converting the Youth!

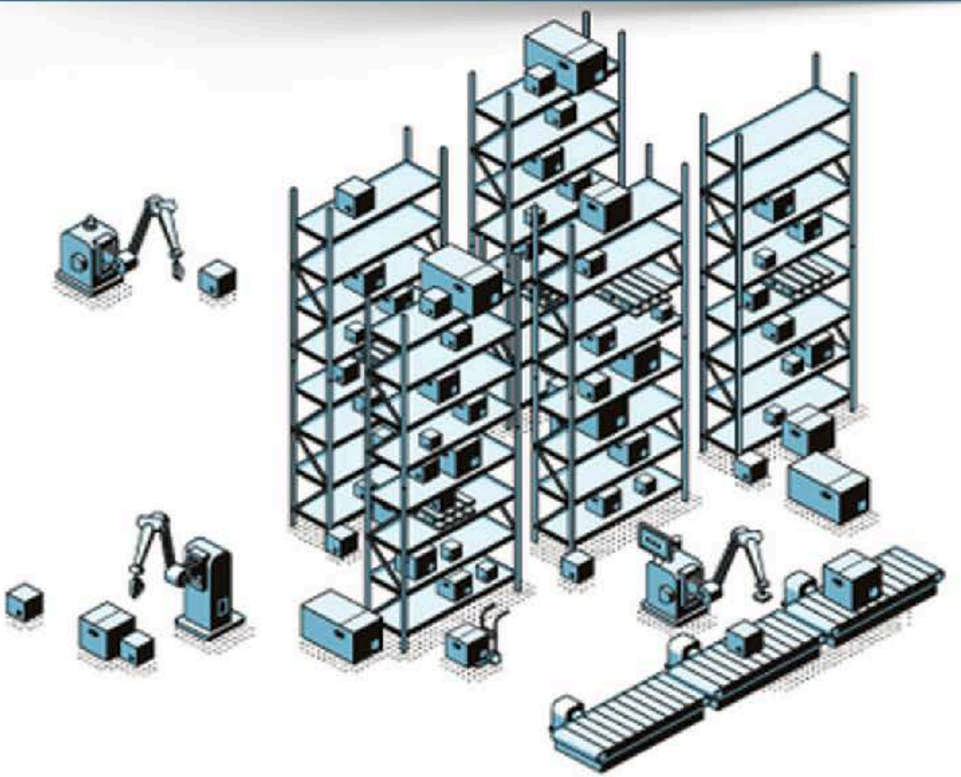




INDUSTRIAL RACKING SYSTEMS MARKET

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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ReactiveCore

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

Confidential

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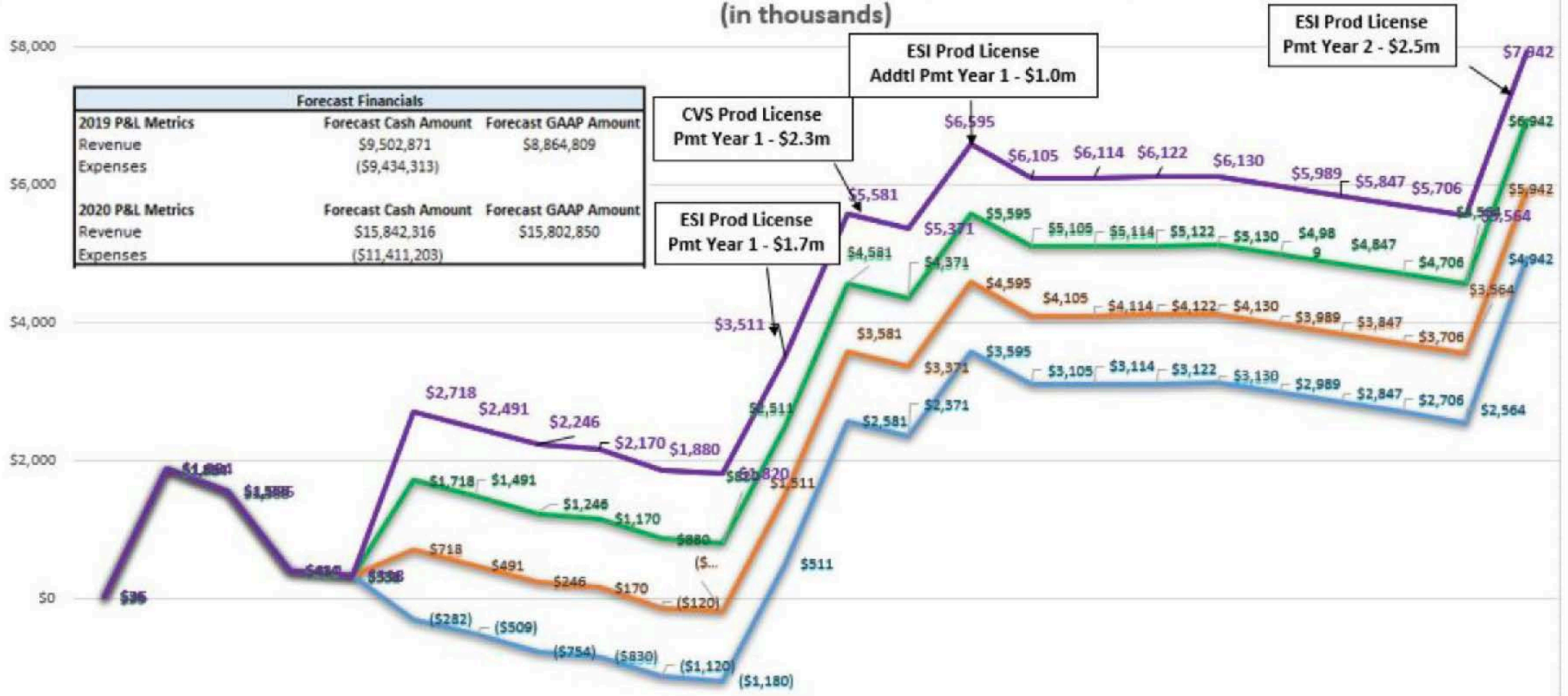

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$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564	$5,942
$2M Funding	$36	$1,884	$1,566	$414	$338	$1,718	$1,491	$1,246	$1,170	$880	$820	$2,511	$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

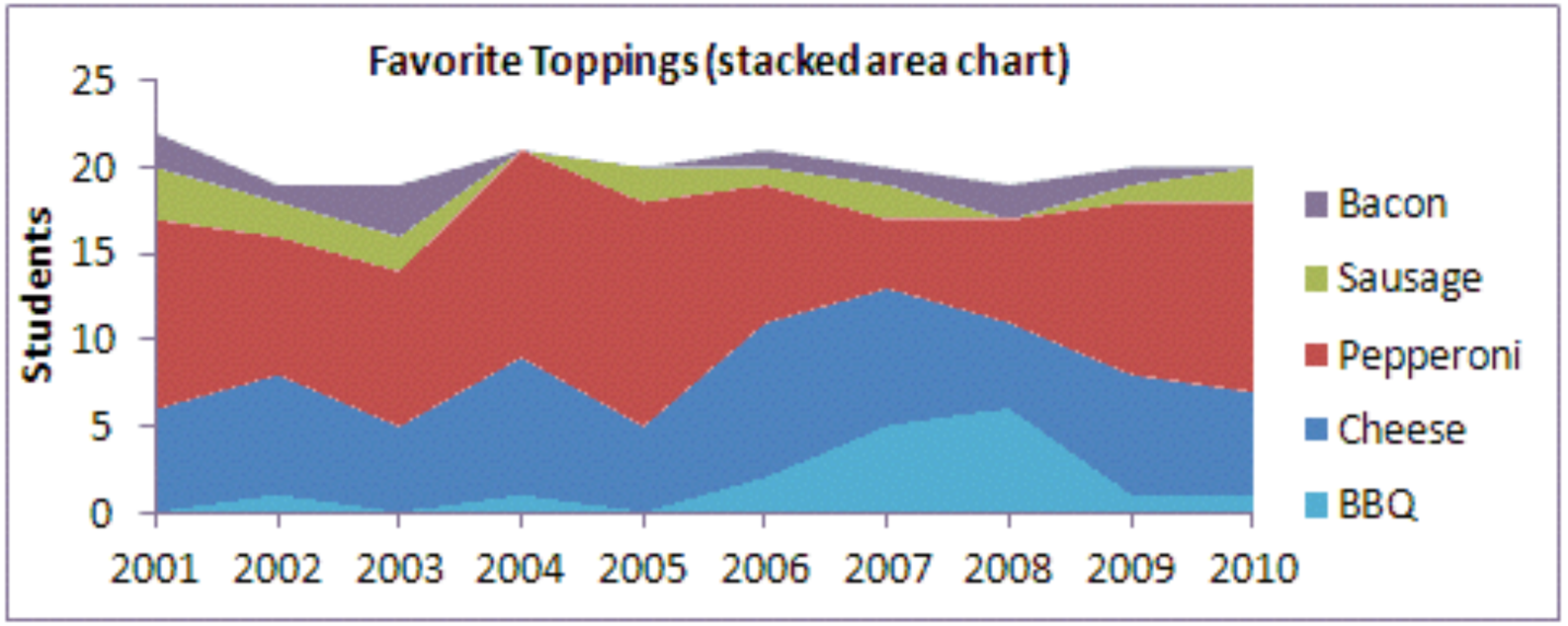
Do we want to show

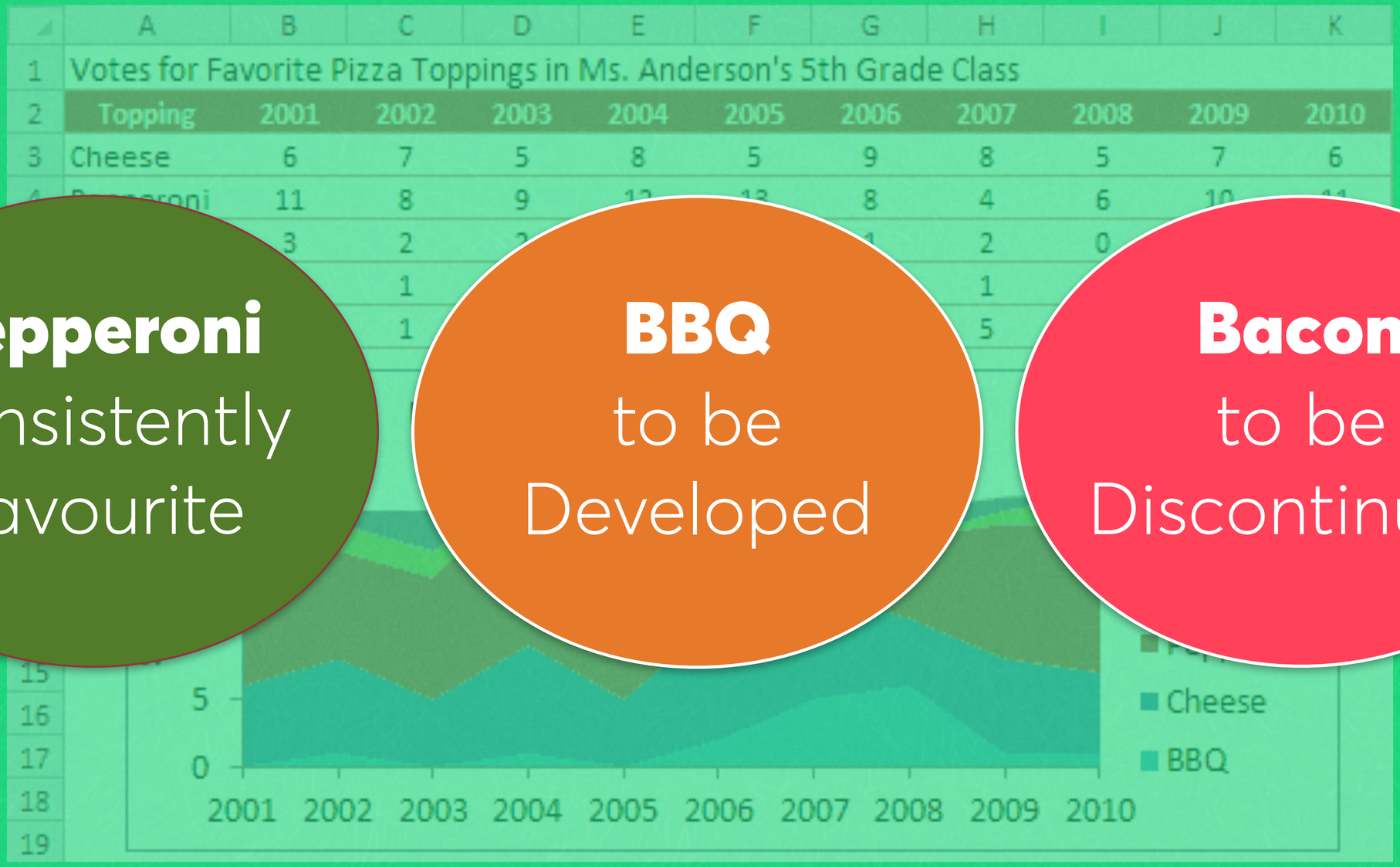
DATA OR CONCLUSIONS?





	A	B	C	D	E	F	G	H	I	J	K
1	Votes for Favorite Pizza Toppings in Ms. Anderson's 5th Grade Class										
2	Topping	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
3	Cheese	6	7	5	8	5	9	8	5	7	6
4	Pepperoni	11	8	9	12	13	8	4	6	10	11
5	Sausage	3	2	2	0	2	1	2	0	1	2
6	Bacon	2	1	3	0	0	1	1	2	1	0
7	BBQ	0	1	0	1	0	2	5	6	1	1





Pepperoni
Consistently
Favourite

BBQ
to be
Developed

Bacon
to be
Discontinued



400
ACTIVE WEBSHOPS



100.000,-
MONTHLY REVENUE



100.000
PACKAGES IN TOTAL



6%
WEEKLY GROWTH

What is the **MESSAGE?**





400
ACTIVE WEBSHOPS



100.000,-
MONTHLY REVENUE



100.000
PACKAGES IN TOTAL



6%
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400
ACTIVE WEBSHOPS



100.000
PACKAGES IN TOTAL

UNITS



100.000,-
MONTHLY REVENUE



6%
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REVENUE

WE ARE ACTIVELY WORKING ON MANURE : THE DIJ ROADMAP TACKLES ± 27% OF ALL CFT MANURE EMISSIONS (262KT) WITH 691KT POTENTIAL REMAINING

The remaining 691kt represent an opportunity but also a risk as we could lose the potential to other players

Note:
Figures based on '24 CFT data and Nov DIJ roadmap

	US	FR	MA	TH	ES	PL	BE	MX	AR	RO	BR	EG	DE	AL	IN	Total	CH4
Total Manure Co2e (kT)*	370	113	97	79	61	44	39	34	29	22	16	16	12	11	10	953	562
Share of total Milk Co2e (kT)	31%	16%	14%	46%	18%	18%	31%	12%	17%	31%	9%	11%	21%	10%	11%	21%	
DIJ roadmap (2030) CONFIRMED (kT)	133	0	10	39	7	2	13	24	13	2	0	0	0.2	0.2	5	248	146
DIJ roadmap (2030) OPPORTUNITY (kT)	0	3	3	0	0	3	0	0	2	3	0	0	0	0	0	14	8
DIJ roadmap (2030) TOTAL (kt)	133	3	13	39	7	5	13	24	15	5	0	0	0.2	0.2	5	262	155
Share of total Manure Co2e	36%	3%	13%	49%	12%	11%	33%	71%	52%	23%	0%	0%	2%	2%	50%	27%	
REMAINING POTENTIAL (kT)	237	107	85	40	54	26	26	10	14	17	16	16	12	11	5	691	408

* excl. emissions from South Africa, Turkey, Ukraine, Belarus, Kazakhstan, Canada, Japan, Indonesia, Iran and New Zealand (82kton)

Note :
Figures above show Co2e emissions. To get to CH4, a ratio of 0.59 should be applied

Watchout!
U.S. DIJ manure plan includes fertilizer reduction. We removed 92kt from the DIJ roadmap 225kt to compensate for this

Methane pledge support :
Additional manure projects can bring 100kt of CH4 reduction on top of DIJ at a cost between 5 to 10m€ p/a

DANONE

GLOBAL MANURE STRATEGY

20

What is the **MESSAGE?**

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3 to 6 Billion in 40 years

Agrivision 2017

pwc

GRI Empowering Sustainable Decisions

Should you use **ANIMATION?**




The Microsoft "Live" Platform
People Network
Search Network
Ad Network
Windows Live
Office Live
LIVE
Other Experiences from Microsoft & Others
Windows
Office
XBOX
Other Software
Microsoft-based Devices
Other Devices

The basic principle **OF ANIMATION**

Ensure they **LOOK** at

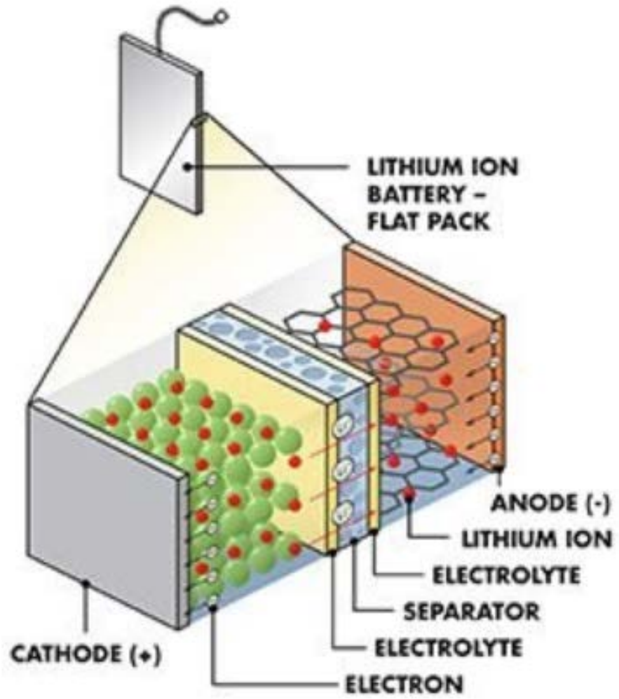
WHAT you are talking about

WHEN you are talking about it

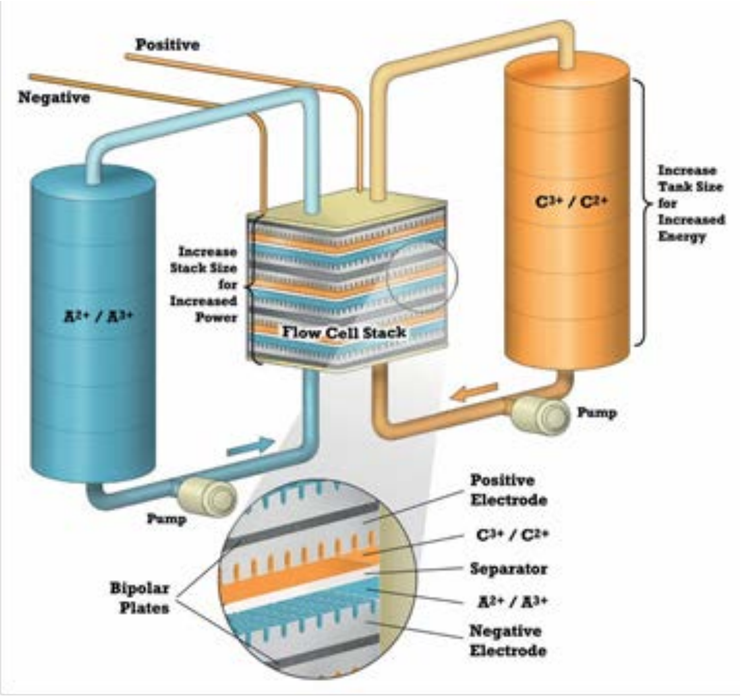
Flow Battery

- **Energy** - Increasing the amount of energy stored is just a larger tank
- **Cycle life** - deep discharge cycles, using the full capacity of the battery without damaging the system
- **Lifetime** - 10-20 year lifetime

Li ion

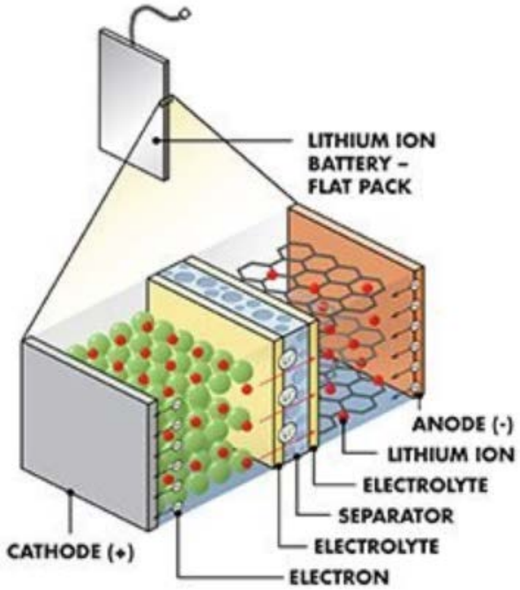


Flow



Flow Batteries have a **separate electrolyte** unit

Li ion



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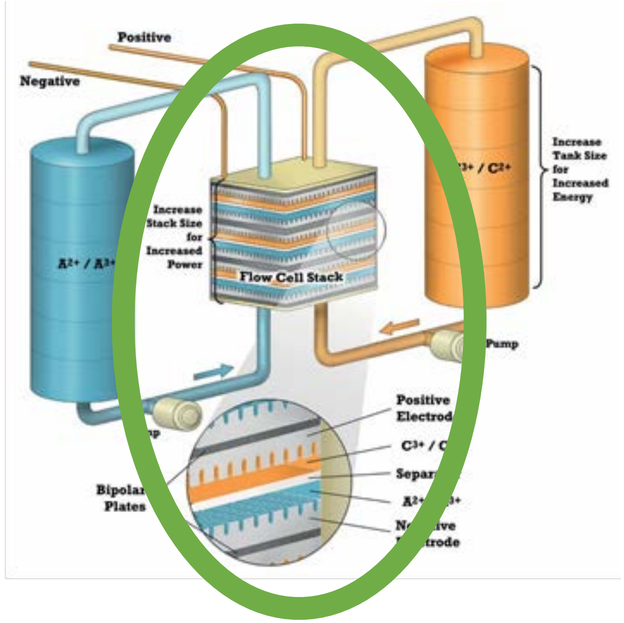

Major Benefits of
FLOW BATTERIES vs LI ION

Increases Energy Stored

Longer Cycle Life

10-20 Year Lifetime

The basic principle **OF ANIMATION**

Ensure they **LOOK** at

WHAT you are talking about

WHEN you are talking about it

STATUS OF DANONE IMPACT MONITORING (1/2)

Regenerating Together Programme
BY SAI PLATFORM



HIGH MATURITY

- Tools & methods in place
- Large geo coverage
- Good data quality

✓ Total GHG

✓ Manure CH4

MEDIUM MATURITY

Improve data quality and/or coverage (WIP)

❖ Soil health & fertility

❖ Nutrient efficiency

❖ On-farm habitat provision

❖ Increase cultivated crop and pasture diversity

LOW MATURITY

Scalable method & tools still to be defined

❑ Water use efficiency

❑ Farmers livelihoods

❑ Crop protection

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DANONE
ONE PLANET. ONE HEALTH

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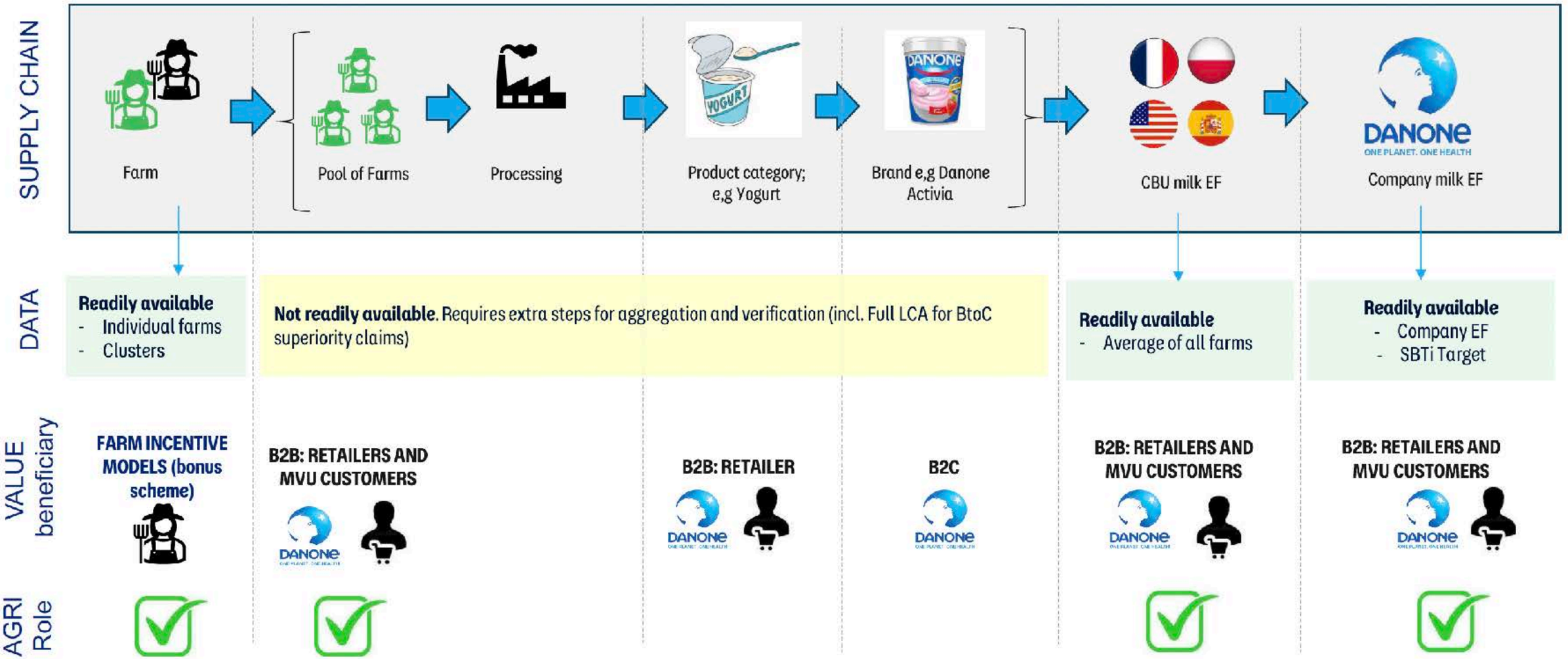
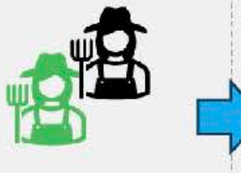
WHERE IN THE CHAIN IS VALUE CREATED



WHERE IN THE CHAIN IS VALUE CREATED

SUPPLY CHAIN



Farm

DATA

Readily available
- Individual farms
- Clusters

VALUE beneficiary

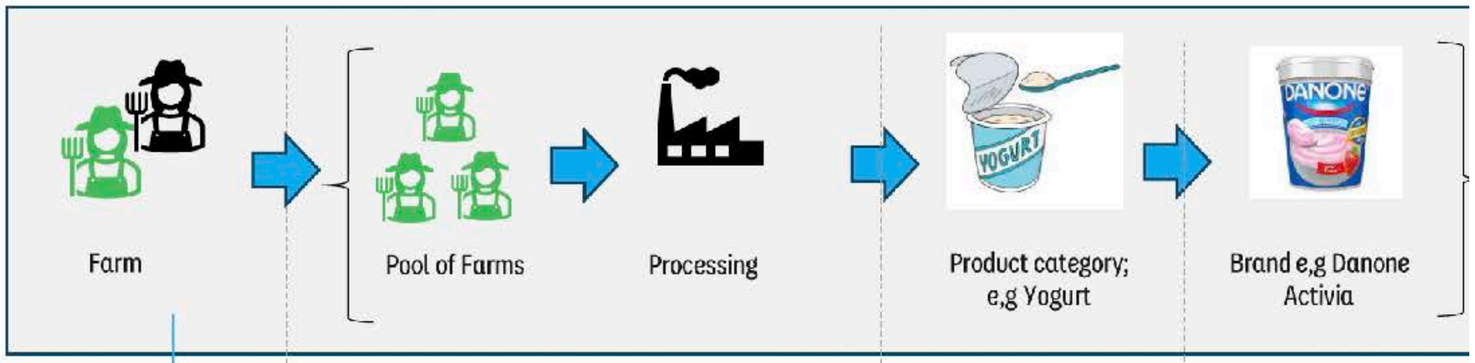
FARM INCENTIVE MODELS (bonus scheme)



AGRI Role



WHERE IN THE CHAIN IS VALUE CREATED



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B2B: RETAILERS AND MVU CUSTOMERS

B2B: RETAILER

B2C

AGRI Role

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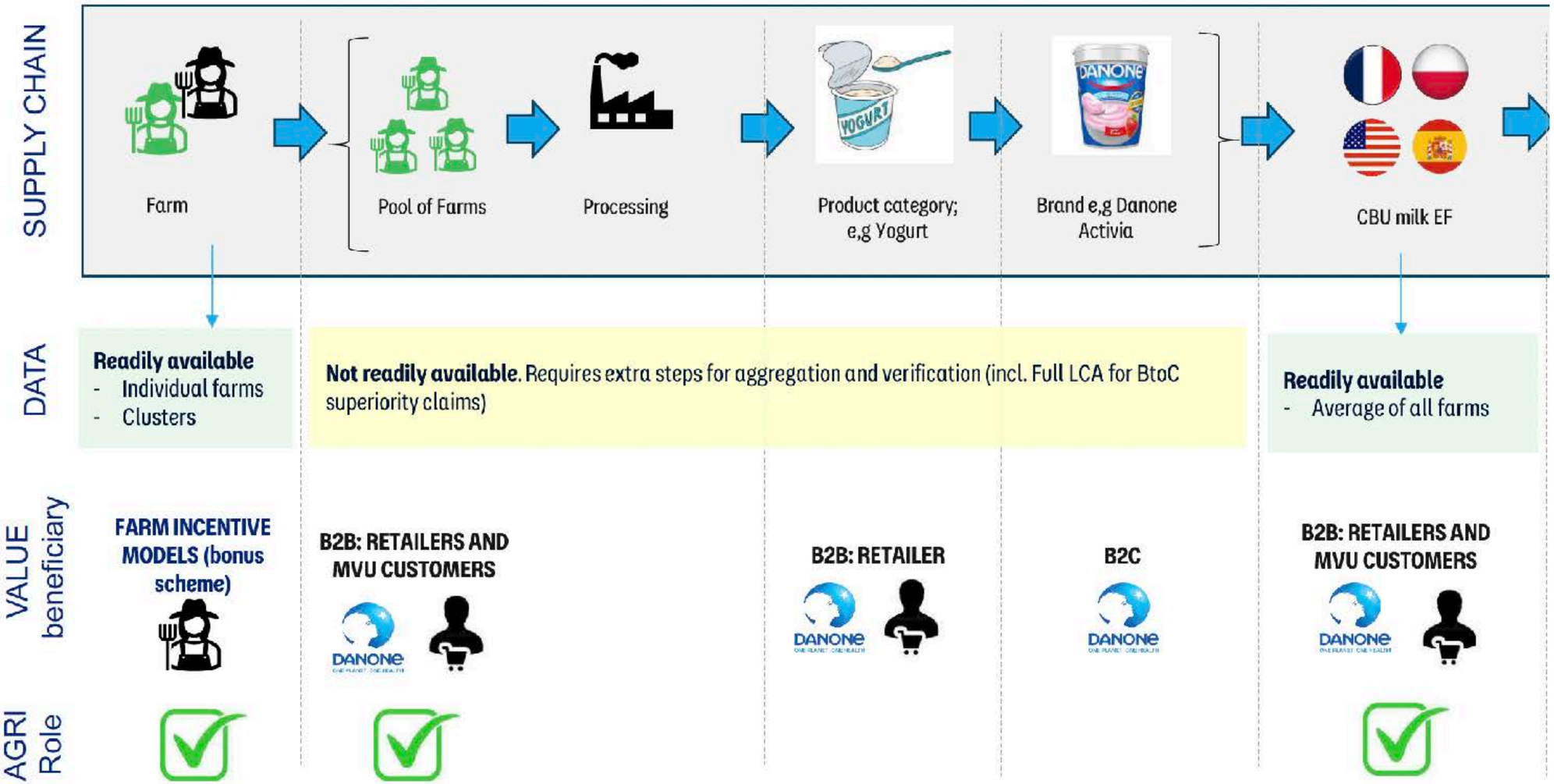

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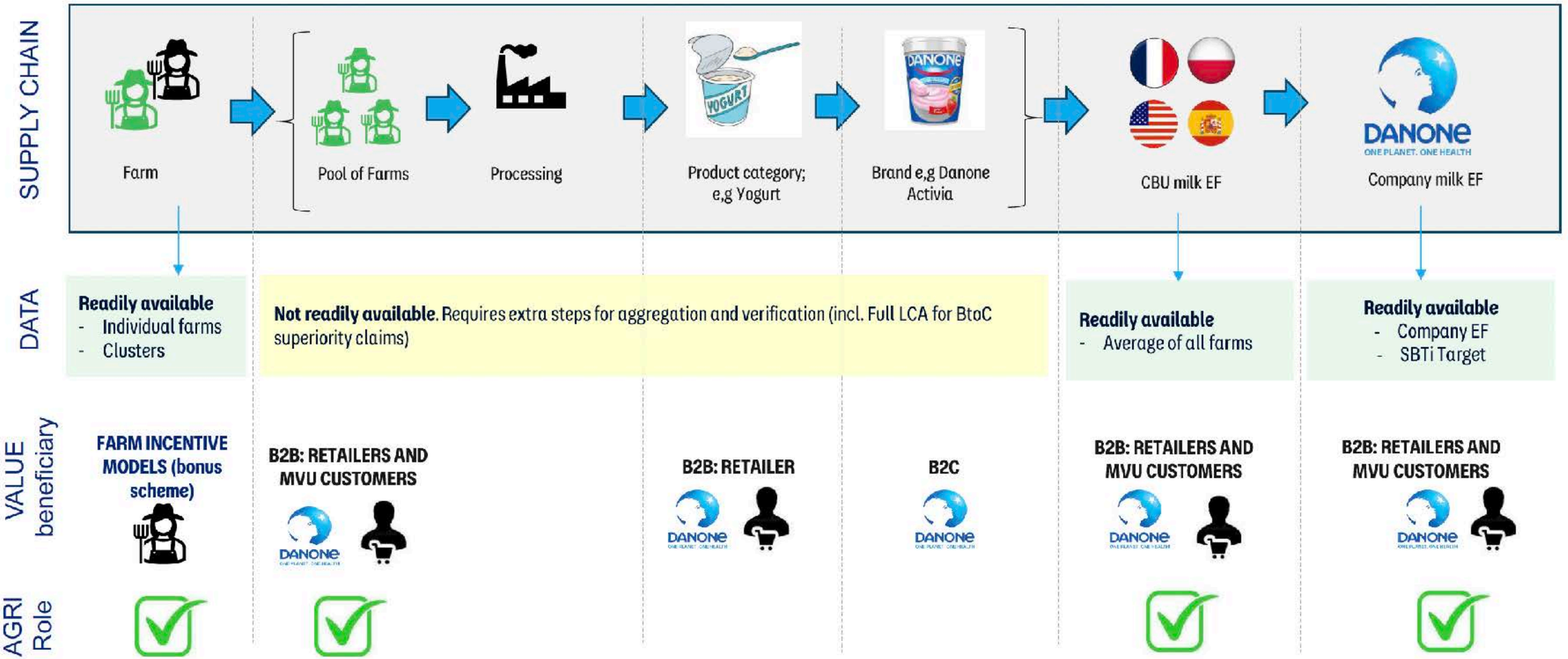


BEYOND REDUCING EMISSIONS, MANURE HOLDS SIGNIFICANT VALUE, WITH VARIOUS PLAYERS ACTIVELY EXPLORING WAYS TO EXTRACT ITS BENEFITS

If Danone does not get seriously involved, the market will step in to make money from 'our' manure

From Milk
(1.49€ value p/l*)

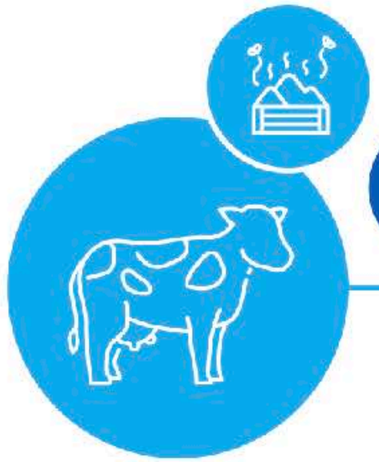
*sales value at retailer (Albert Heijn)



To Actimel
(6.24€ value p/l*)

*sales value at retailer (Albert Heijn)

From manure
(3.35€ /m3)



MANURE PRODUCTION
1 cow produces approximately 22m3 of liquid slurry per year (60 litres per day)

x5 → **NATURAL GAS:** 18,20€ p/m3

x4 → **NUTRIENTS, ORGANIC MATTER & WATER:** 12,9€ p/m3

x15 → **CARBON CREDITS:** 50€ p/m3

ENGIE
VANGUARD RENEWABLES
BIOFILTRO worm powered wastewater solutions
ICL

DANONE ONE PLANET. ONE HEALTH

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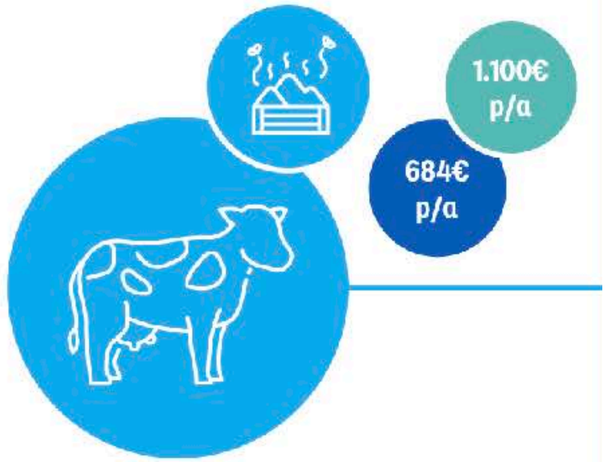

MANURE PRODUCTION
1 cow produces approximately
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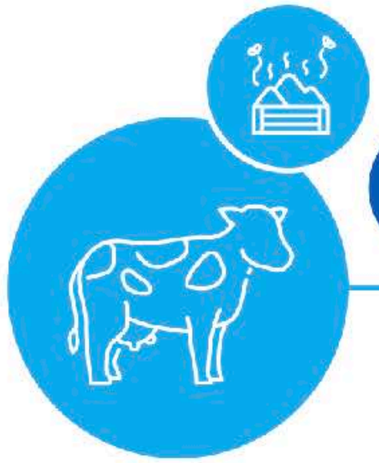

1.100€ p/a

684€ p/a

MANURE PRODUCTION
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22m3 of liquid slurry per year
(60 litres per day)

x5

NATURAL GAS:

18,20€ p/m3

ENGIE

VANGUARD RENEWABLES

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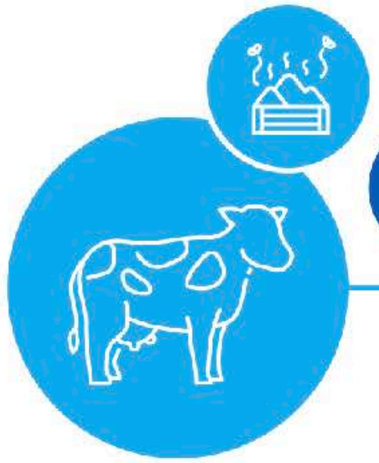

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ENGIE

VANGUARD RENEWABLES

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ICL

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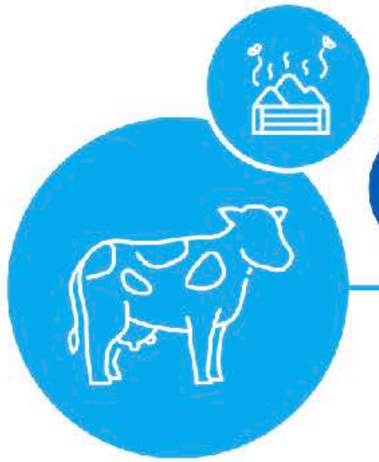

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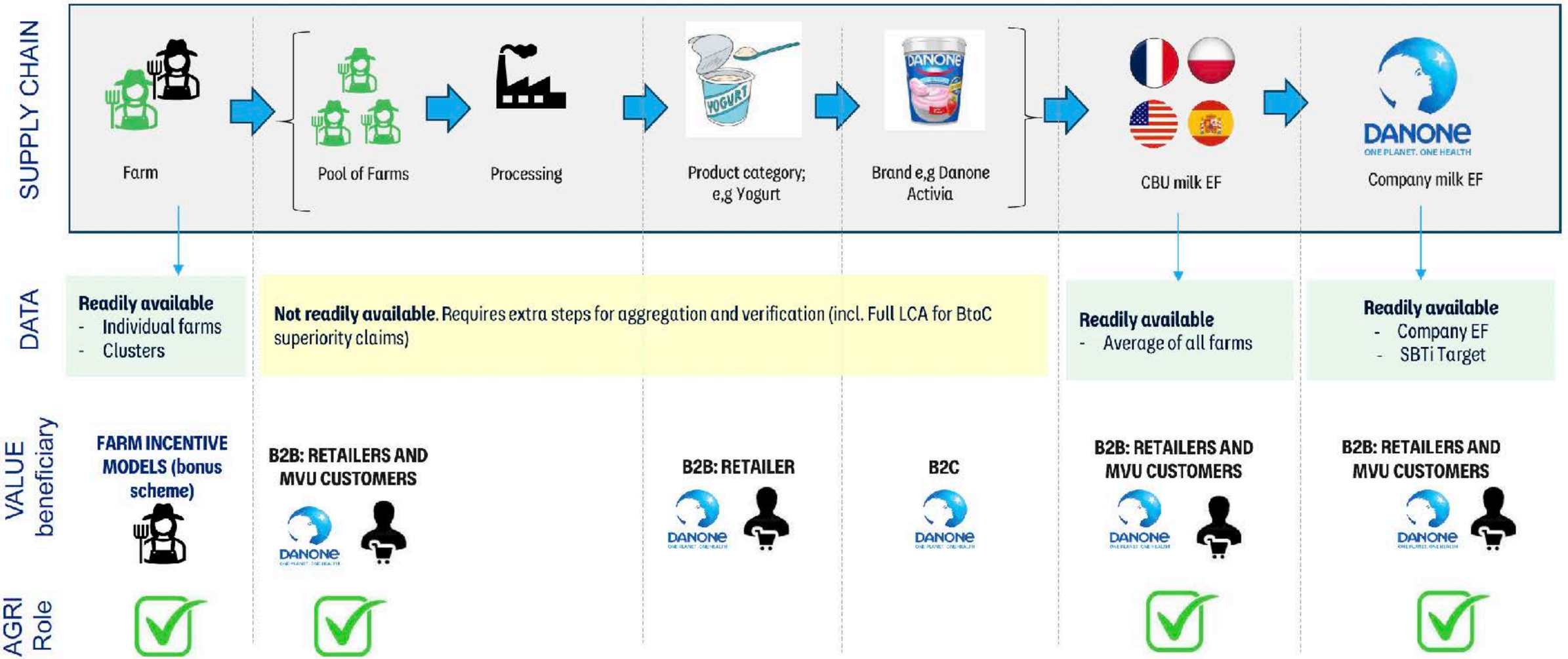

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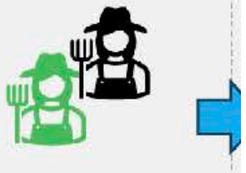

Farm

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VALUE beneficiary

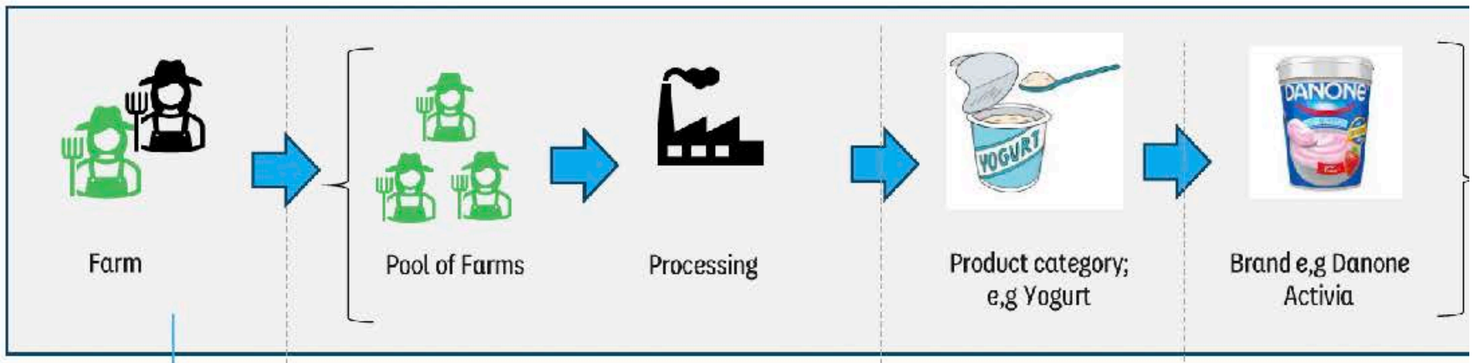
FARM INCENTIVE MODELS (bonus scheme)



AGRI Role



WHERE IN THE CHAIN IS VALUE CREATED



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B2C

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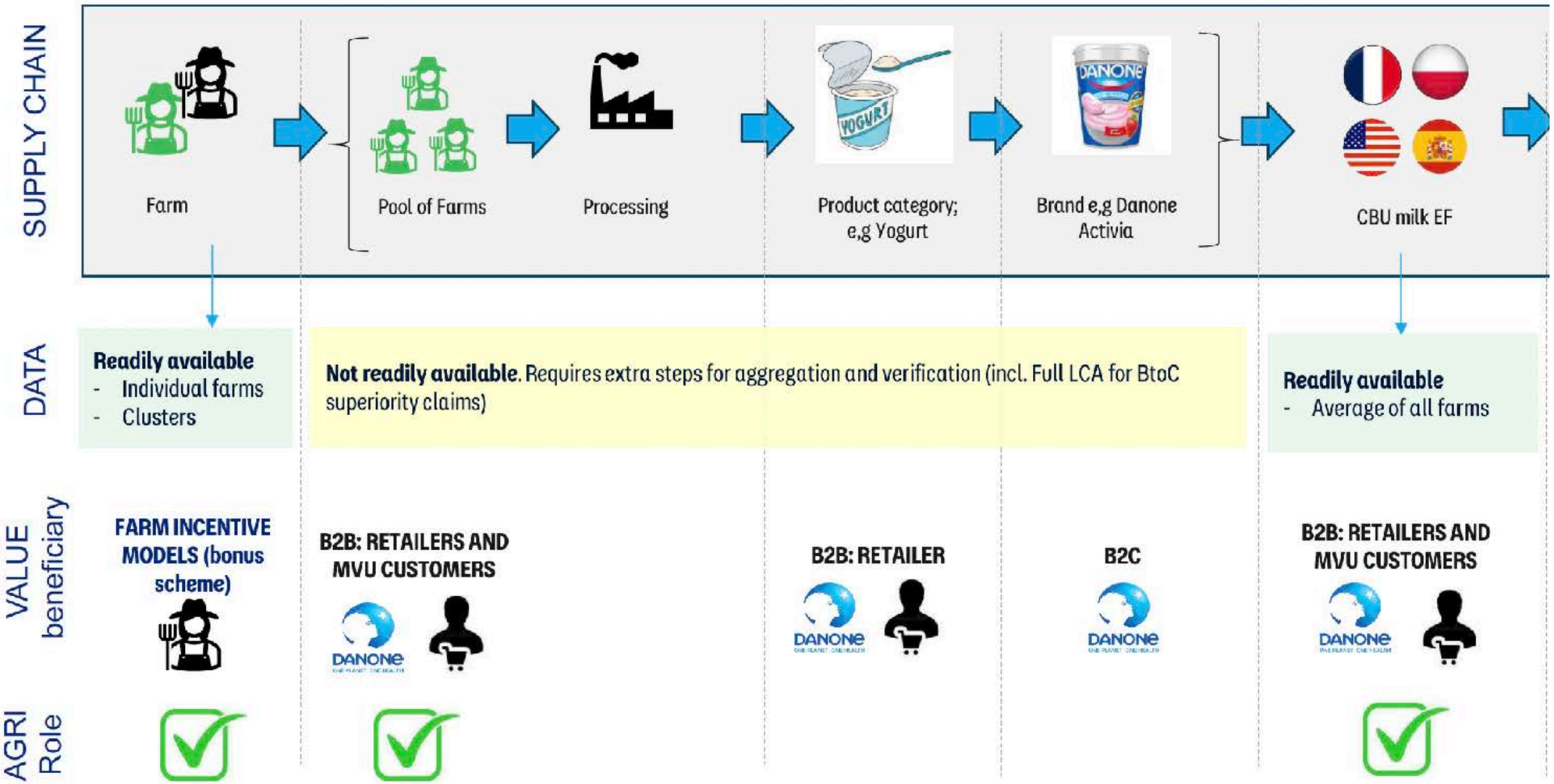

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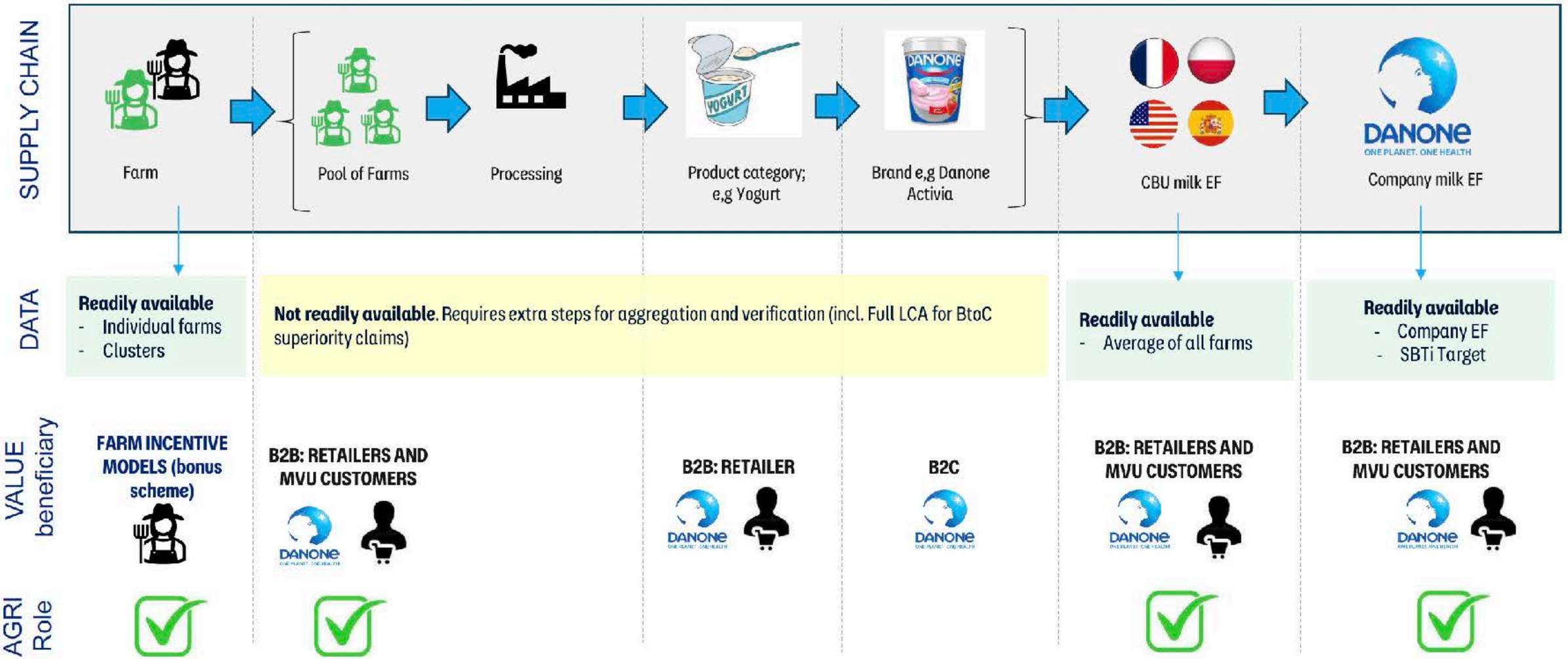


TO MAKE VALORISATION A SUCCESS WE NEED YOUR SUPPORT

TEAM MANDATE

Give Official Agri team mandate as part of a Global Valorisation Governance:

- Transversal Steer co, for oversight and validation of valorisation opportunities (to connect with GlobalFoodLaw initiative & local sustainability initiatives)
- Create Task force led by Agri team to design Global MRV guidelines for valorisation and develop case studies (Ahold, Mars, Low cabon yogurt)

TO VALIDATE AND CASCADE

EXPERTISE BUDGET

Dedicated budget [150-200kE] to support:

- sectoral advocacy (GDP/VCI) on claims allocation
- collaborative project to design Cseq guidelines (e.g. Livelihoods, UL, Pepsico, Nestle, LDC)
- Carbon methodologies comparisons
- 3rd party support for global reco on LCA methodology for B to C claims and Processes/System design for B to B

TO VALIDATE IN 2025 AGRI BUDGET

CARBON MASTERS SUPPORT

Once guidelines/rules are designed, direct connection of Agri team to local carbon masters involved in design and execution of MRV processes for valorisation

Tp cascade

(SECTORAL) ADVOCACY

- Support from Pub
- Support partners . E.g. 30kE/yr

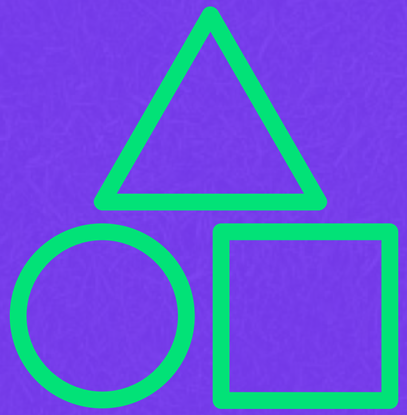
TO VALIDATE IN 2025 AGRI BUDGET

What is the **MESSAGE?**

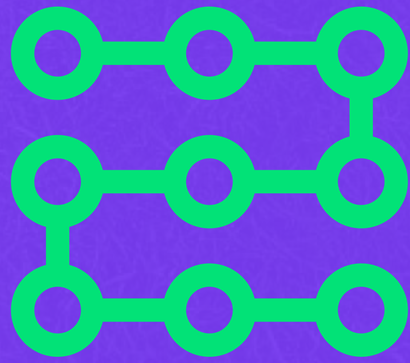
Presentation
ANIMATION



INTENTIONAL



SIMPLE



CONSISTENT


I have a
CHALLENGE FOR YOU...



I have a CHALLENGE FOR YOU...

- See if you can
- remove all the bullet points
- from your presentation
- because they distract people
- and give the wrong impression
- of your presentation


No matter how difficult it seems
YOU CAN DO IT!

Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

Tools to help
KEEP IT VISUAL

- **Images: Express big ideas**
- **Icons: Clarify abstract concepts**
- **Text: Consistency and Focus**

Tools to help
KEEP IT VISUAL

Images: Express big ideas

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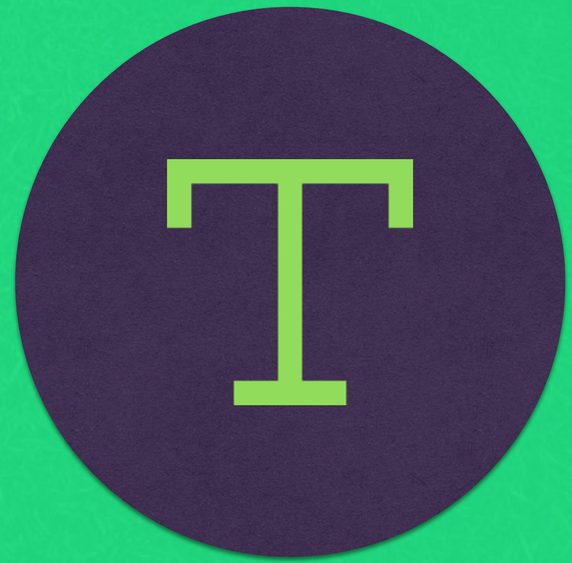
Tools to help
KEEP IT VISUAL



IMAGES



ICONS



TYPE

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- Use icons to highlight key points and abstract ideas
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Tools to help
KEEP IT VISUAL

- Images: Express big ideas
- Icons: A Clarify abstract concepts
- Text: Consistency and Focus

Best 3 Minutes best3minutes.com

Time for change to the transport system that has been so poor for so many years for so many people

- Our city’s public transport system was created in the 1930’s, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city’s public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



Created in 1930’s - Times have changed

Car & Public Transport both needed

Bring the system into the current millennium

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Making your story

FOCUSED & MEMORABLE

The Power of THREE



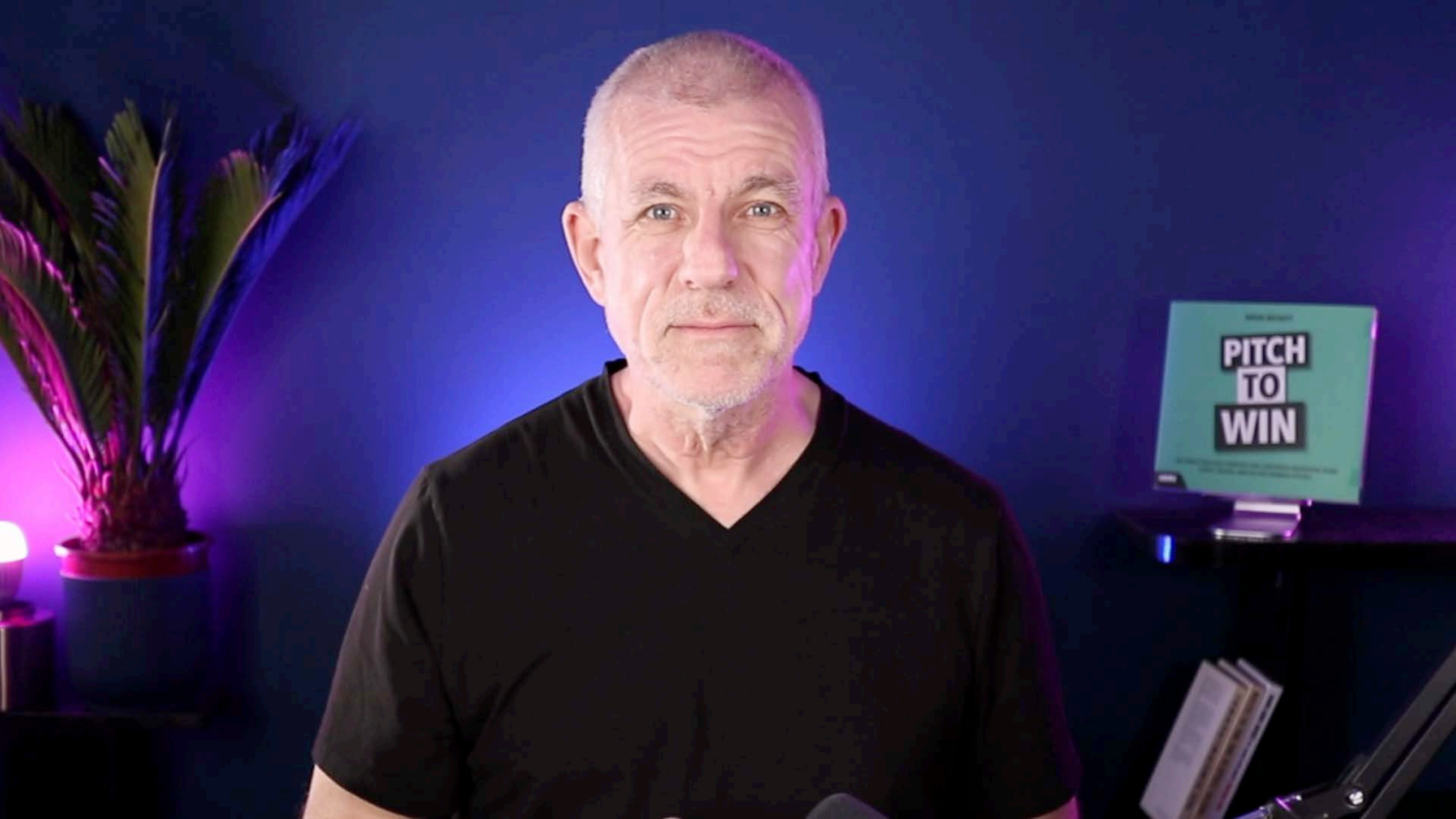
What happens if I say…

“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 Power of Three is a

PUBLIC SPEAKING TOOL & A MINDSET




KEEP
CALM
AND
PITCH

Manage your
PRESENTATION 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



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!

A 3-Part JOURNEY



Create the right Structure & Storyline



Create Visuals to Support the Story



Deliver with Certainty and Confidence

What to bring
TO THE NEXT SESSION

A **Presentation** you are **Working On**,
or have **Recently Delivered**

Pitch tools and

RESOURCES







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