

Day 3



PITCHING

“I have a good idea but why won’t they listen!”

Where are we on the innovation journey

1. Come up with a great idea for a need
2. Group buy in and idea growth
3. Financial and other evaluation (Strategy etc)

4. NOW THE GATE KEEPER

“I have a good idea but why won’t they listen!”

A pitch is about persuasion, about making a favourable impression in order to win a deal or an argument

Step 1 – Think Playwright not Actor

- If the content isn't strong no amount of polished delivery will save it
- A great performance starts with a great script
- Great pitchers are designed not as information but as storytelling.

Step 2 – Structure

- One suggested format
 - Step 1 – Set out the idea
 - Step 2 – Then deliver the idea
 - Step 3 – Summarise the idea
- Do not have copious amounts and unending load of information
- Ensure there is lots of persuasion

Step 2 – Structure

- From problem to solution
- Start with a crystal clear exposition of the problem you are trying to solve
- Then elaborate – develop your understanding of the problem in front of the audience
- Show some research, some statistics, even some anecdotal insights, which dramatise the problem (not excessive)
 - Complicated arguments with millions of statistics and pages of analysis are not the trappings of a confident leader, they are the trappings of an insecure middle manager drone.

Step 3 – Detail

- Show some research, some statistics, even some anecdotal insights, which dramatise the problem

HOWEVER

- complicated arguments,
- millions of statistics and
- pages of analysis

are not the trappings of a confident leader, they are the trappings of an insecure middle manager drone.

Random question

- What do you do when someone puts you on the spot with a question?
- Remember, when someone asks you a question, they do not always really want to know the answer, what they want to know is that they can have a working relationship with you.
- How you interact with them at times is far more important than what you say (the detail)

Internal Company Pitching

- Never fall into the trap of taking an internal company pitch lightly
- Every internal pitch is not just about pitching for your project, your budget or whatever....
- You are also pitching to keep your job and grow your career
- The painful truth is that at work, we're on trial all the time

- There is no security on earth, there is only opportunity.
- A confident person finds insecurity stimulating and opportunity exciting
- Self-worth is what replaces self-doubt in the confident person.