

PITCH RIGHT

WHAT?

Using this guideline will help to get team members to think through the audience perspective when they are pitching an idea.

WHY?

When presenting ideas people often think about what they want to say rather than what the audience (often decision makers) wants to hear.

This activity provides some key questions to consider **before** the presentation.

HOW?

Identify the audience/decision makers. Use these questions to help participants plan their presentation for the given audience:

-
- **Do they want to be inspired, educated, persuaded?**
 - **Do they like facts, figures, projections, worst case scenarios?**
 - **What are the buzz words that make them tick?**
 - **What are they inspired by and interested in?**
 - **Are they morning or afternoon people?**
 - **Do they want to make decisions on their own or with a group?**
 - **What do you need from them?**
 - **What is your relationship to them?**
 - **What do they need to feel about the idea?**
 - **What is the key message?**
 - **What background information do they already have? What do they need?**
 - **What are the benefits for them?**
 - **If it fails, what are the risks for them?**
 - **What questions are they likely to have?**
-

FIND YOUR MESSAGE

WHAT?

This will help you establish a clear and concise summary of an idea.

WHY?

In presenting an idea, the presenter needs to be certain of the message behind the idea that s/he is delivering, in order to make a positive and convincing impact.

HOW?

Use the model below to summarise what you want from the pitch.

Make sure that you have thought about their perspective, their questions, their underpinning assumptions, so that when you frame the pitch it makes sense to the audience.

The problem is:

This idea addresses the problem by:

The benefits are:

I need your support to:
