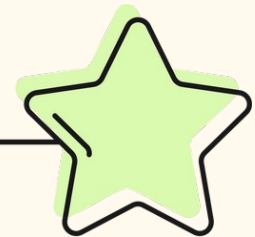




01: EFFECTIVE PITCHING

# Effective Pitching

by Vani Kola



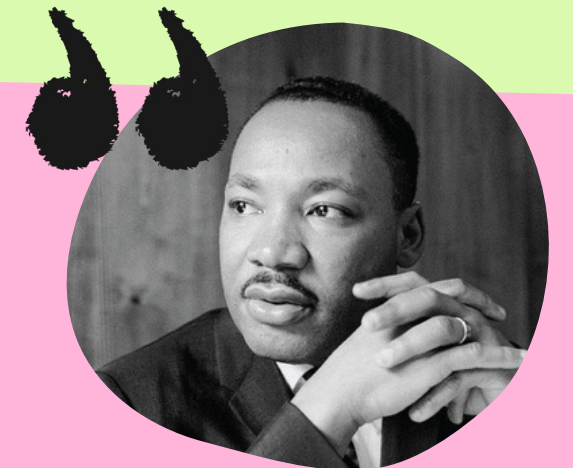
# Power of the Pitch



Long years ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge, not wholly or in full measure, but very substantially. At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom.

**JAWAHARLAL NEHRU**

I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed, and all flesh shall see it together.



**MARTIN LUTHER KING**



This is the lesson: never give in, never give in, never, never, never, never—in nothing, great or small, large or petty—never give in except to convictions of honour and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy

**WINSTON CHURCHILL**

If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him. We need not wait to see what others do



**MAHATMA GANDHI.**



# Why pitching is a **superskill?**



Effective pitching skills are important  
for **individual** and **business** success!

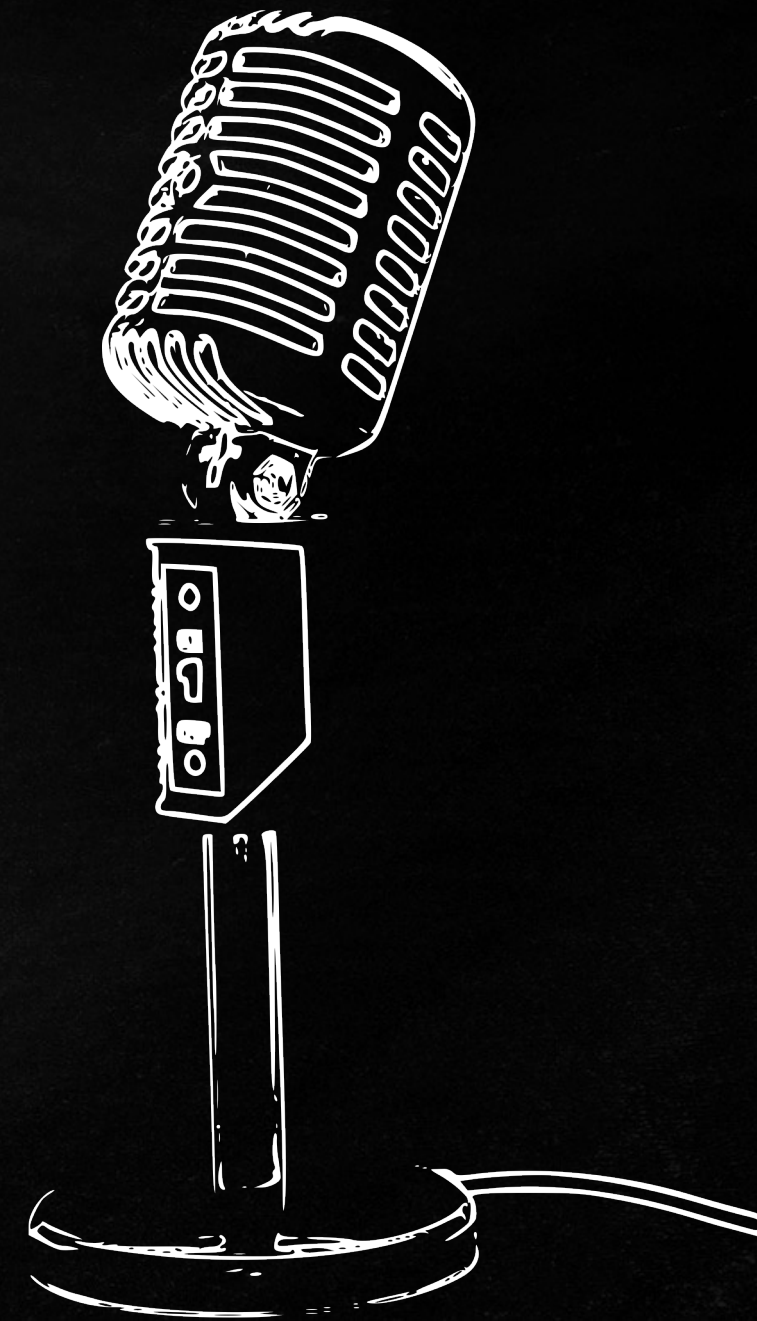
# Principles of a Great Pitch

All great people have in common?

- \* Passion and Confidence
- \* Powerful body Language
- \* Repetition of power words
- \* A core belief




with practice everyone can be great at pitching




# Owning The Pitch

Things to keep in mind

 **Confidence comes from preparation**

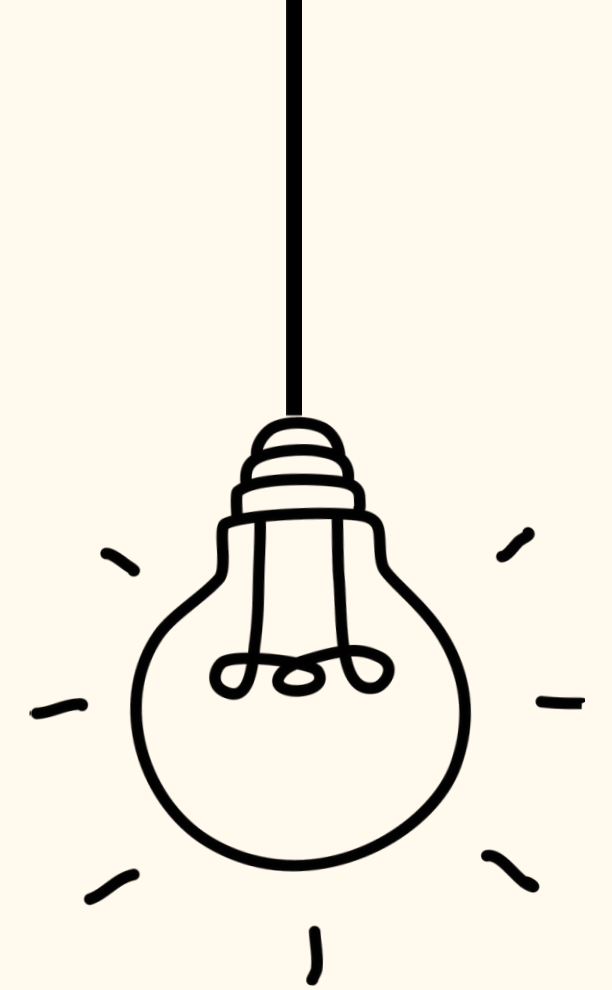
A good pitch keeps the audience's attention on the agenda that matters to you.

 **Creativity matters!**

The best presentations ignite your audience's imagination and appeal to their emotions.

 **Align outcomes**

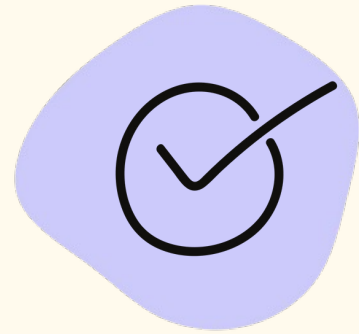
Clarity of what you are trying to achieve is central to the pitch but finding the answer to why that should matter to your audience is the prize.



# Types of Presentations



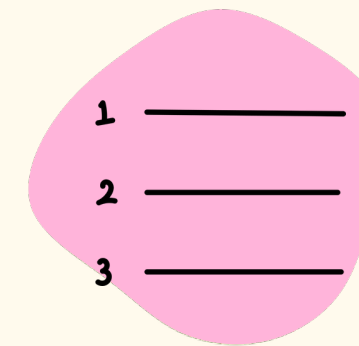
Informative



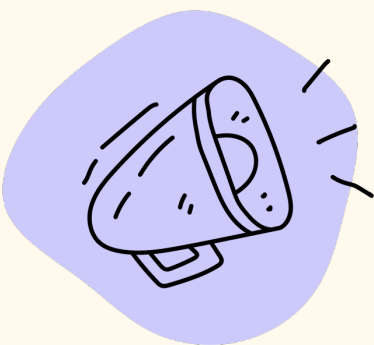
Decision Making



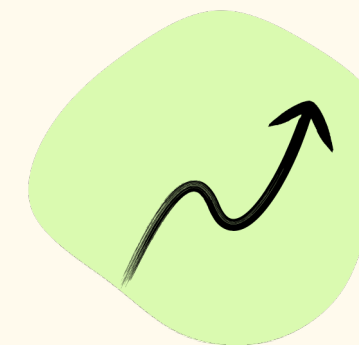
Inspiring



Instructional



Persuasive



Progress

Content, creativity, tone, and style are different based on the type of presentation

1. Defining your audience, objective, outcome

2. Decide on type and tone

5. Defining clear call-to-action

# What makes a great pitch?

4. What emotion do you want to evoke?

3. Primary story line and supporting framework

# Prep first, **execute later**

Until you have these points ready, don't begin your slides:

## \* What is your narrative?

- Figure out your headlines and flow of pitch
- Until you lock it down, don't worry about the visuals and the details

## \* How can you make the points more easily understood?

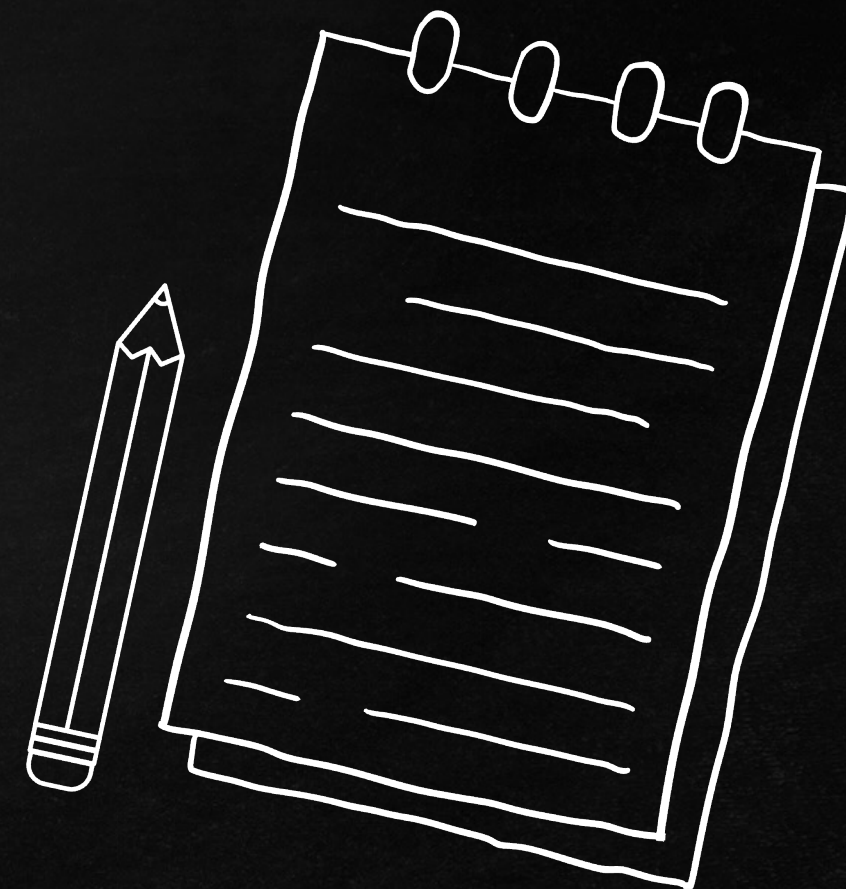
- Have a good understanding of your audience and their needs
- Make sure you have a maximum of 5 takeaways in your pitch

## \* How can you deliver this in the best possible way?

- Understand your style of pitching and think how much time you have

## \* What can be sticky points of skepticism?

- Role play how you will respond to doubts and criticism



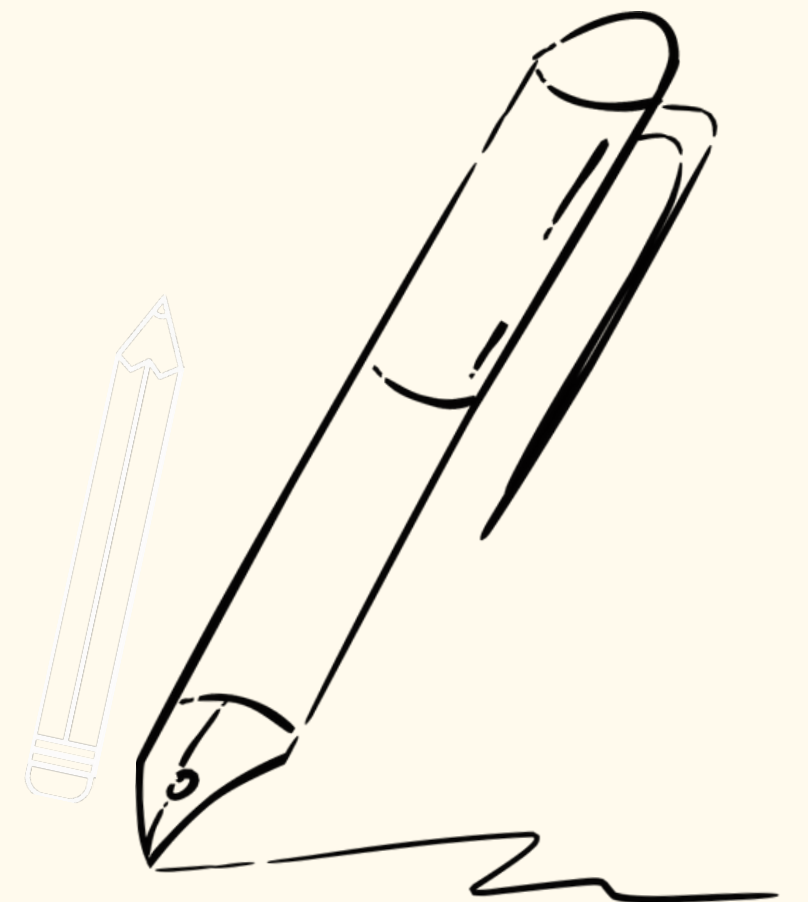


# Visuals Matter!



Some good principles to follow:

- \* White space is your friend
- \* Visual Hierarchy: Your eyes should move
- \* Find The Right Fonts
- \* Colour and Contrast
- \* Repetition and Consistency in design
- \* Inspire with Images



# Delivering a **Great Pitch**



Your check-list to follow:

- ✓ **Be well-prepared:** Take the time to research and organize your ideas and practice your speech several times before delivering it
- ✓ **Be authentic:** Speak from the heart and let your conviction shine through. Audiences can sense insincerity, so be genuine in your delivery
- ✓ **Use body language:** Nonverbal cues such as eye contact, gestures, and facial expressions can help to reinforce your message and engage your audience
- ✓ **Use powerful language:** Use strong and descriptive words to paint a vivid picture in the minds of your audience
- ✓ **Vary your tone and pace:** Speak with enthusiasm and use variation in tone and pace to keep your audience engaged and interested

# Delivering a Great Pitch



Your check-list to follow:

- ✓ **Use humour:** Humour can help to break the ice and make your audience more accepting to your message. But don't do this if you are not comfortable and never overdo this
- ✓ **Practice, practice, practice:** The more you practice, the more comfortable you will be with your material, and the more confident you will become
- ✓ **Use repetition:** Repeating key points or phrases can help to drive them home and make them more memorable for the audience
- ✓ **Get feedback:** Ask for feedback from people you trust, it will help you to improve your delivery and become a better speaker over time
- ✓ **Watch successful and famous speakers for inspiration:** Study the techniques of successful public speakers, such as their body language, use of storytelling, and delivery style

AS YOU CAN CLEARLY SEE IN SLIDE 397...



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**GAAAAH!**



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"POWERPOINT" POISONING.





01: EFFECTIVE PITCHING

**THANK  
YOU!**

Any Questions?



# Here are some tools to help you with your presentations

## DIY tools:

- [Canva](#) for a free presentation app
- [Slidesgo](#) for free templates
- [Beautiful.ai](#) for AI-powered presentations
- [Prezi](#) for non-linear, conversational presentations
- [Powtoon](#) for video presentations
- [Genially](#) for interactive, presenter-less presentations
- [Pitch](#) for collaborating with your team on presentations
- [Zoho Show](#) for a simple presentation app

## Outsourcing:

- [Pepper Content](#)
- [INK ppt:](#) Rs 3000/10 hours
- [SlidePanda:](#) \$6 per slide
- [DeckSherpa](#)
- [Visual Spiders](#)
- [DesignMySlides:](#) Rs 4999 for 15 slides

