

You have an idea in which you need someone to invest time and money. But how will you gain their trust and persuade them that you're actually worth the investment?

## Learning Objectives

In this session you'll learn how to:

- Know your audience
- Get to the point
- Illustrate your idea
- Tell your story
- Prove your credibility
- Make the ask



## Formats

### Groups

£2,520 for 6 people, 9:30am – 5:00pm

Required: PC/laptop and projector/monitor, whiteboard/flipchart with pens

Each attendee brings their pitch, in the form of simple notes (and visuals if they wish). They will deliver this twice, building and iterating it throughout the day into a thing of utter beauty: powerful, persuasive and easy to deliver. They should also bring their preferred note-taking medium.

### 1:1

£240 per 2-hour session, plus relevant travel costs. Content and schedule are tailored to each client.

Required: PC/laptop and projector/monitor, whiteboard/flipchart with pens

The client can use these sessions to prepare for a pitch of any format or duration, starting from scratch or developing something already created into a talk that's simple, powerful and easy to deliver. They should also bring their preferred note-taking medium.

## Group Schedule

### Morning

1. The elements of a great pitch.
2. Identifying your key points.
3. Using examples to prove credibility.
4. Conveying passion in your writing.

### Afternoon

1. The best mindset for success.
2. Gaining trust and likeability.
3. How to deliver a compelling pitch.
4. Concluding with impact.