

# LCXX61 Narrative Thinking (NAT)

AY21/22, Week 14: Pitch Practice

#### [Recap from previous weeks]

# Applying Narrative Elements & Impactful Delivery Skills in Pitches



- Narrative Elements
  - NAT Narrative Framework
  - Messaging Techniques (Emotional Appeal, Associations, Needs and Desires)
- 2. Impactful Delivery Skills
  - Repetition
  - Pace, tone and volume
  - POV
  - Humour
  - Props

## **Progress Checklist**

#### Have you...



Added into your CA2 pitch a personal narrative story which has a clear narrative framework?



Included Impactful Delivery Skills in your pitch to engage your audience?



Prepared a work-in-progress CA2 draft script?

#### Let your narrative thinking take flight

**W1**: Define a **narrative** and know its persuasive power

W2: Recognise the importance of messages and messaging techniques

W3: Edit narratives via research Nessadels

**W7**: Apply **Purpose**, **Audience & Context** in effective storytelling / Story Circle

Narrative

Narrative Framework **W1:** Pixar's Storytelling Framework

**W5/6:** NAT Narrative Framework

Messaging Techniques and Pitching

W3: Explore and apply messaging techniques effectively

W12: Explore and analyse impactful storytelling

W13-14: Pitch effectively using narrative elements and techniques

**W15**: Pose and respond well to **questions** 

## **Outline of Today's Lesson**

#### **Consolidate**

- Enhancing pitches with non-verbal cues and signposting
- 2. CA2 Preparation

#### Collaborate/Consult

- 4. CA2 Consultation
- 5. Practise delivering draft CA2 pitch and receiving feedback from your peers/friends/classmates

# Enhancing Pitches with Non-Verbal Cues and Signposting





- Visuals
  - Props, etc.
- Body Language
  - Eye contact and smile
  - Posture and gestures
  - Pause and nod after key ideas
- Delivery
  - Clear, smooth, confident
  - Standard English





# More on Body Language & Hand Gestures in Pitches

4 Essential Body Language Tips:



What do I do with My Hands?:



**BLUFF NEW ZEALAND** LONGITUDE 168.21min 26sec LATITUDE 46.36min 54sec EAST SOUTH LONDON 18958 km

What is "sign-posting"?

5133 km FOLIATOR LV 9567 km TOKYO

1401 km

HOBART 1680 km SYDNEY 2000 km WELLINGTON 784 km

SLAND 35 km

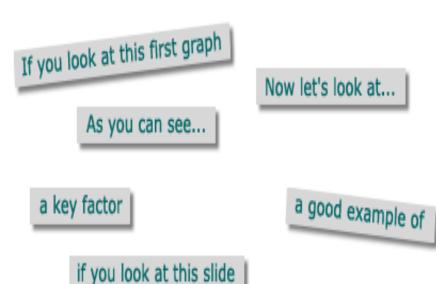
# Importance of Signposting

## How to enhance a pitch?



#### Use verbal signposts

- To guide audience through a presentation or pitch
- To signal to audience when a segment is over and what is coming next
- To tell audience what to focus on during a presentation or pitch



a good illustration of...

## **Transition Markers**

- Give clear signpost words to help the audience follow your speech
  - To begin, let me start
  - Next, now, secondly, thirdly, fourthly
  - Finally, lastly, let me end
  - In conclusion, let me summarise



## Why you need to signpost

 Remember that people are poor listeners so you have to constantly remind them what you are saying

First you have to tell them what you are going to tell them. Then you tell them what you want to tell them. And then you tell them what you have just told them!



## Signposting in presentations

#### Introduction

- Good morning/afternoon, today my group and I will be talking about ...
- Our issue today is....and our claim/stand/thesis is...

#### Explaining structure

 First, we'll be looking at ABC, and [insert group member's name] will move on to tell you about XYZ.

#### Moving sections to sections

- Now, let's move on to the second reason.
- Next, let's look at...

## Signposting in presentations

#### Emphasizing important points

- This is significant because ....
- It is important to remember ....

#### Looking at visuals and charts

- Now, let's look at the second column... The percentage of A is 75%, compared to B. This means ...
- I would like to draw your attention / bring your focus to...

#### Finishing up

 We believe the reasons that we have shared today clearly illustrates our claim that ... Thank you for listening.

## **Signposting in Pitches**



#### Use <u>verbal signposts</u>

- To guide audience through a presentation or pitch
- To signal to audience when a segment is over and what is coming next
  - "So, what did I learn from my mistake?" (Life lesson/message)
- To tell audience what to focus on during a presentation or pitch





## Here's one short example...

Pitch Title: Escaping the Prison of my Cellphone

Prop (Actual): Smartphone

The following slides contain possible **visuals**, as well as relevant **signposts** that should be pitched out loud (and are written here for illustration purposes only):

### **Verbal and Non-Verbal Cues / Signposting**

#### Trigger Event

I first realised I was hooked to my smartphone when...



### **Verbal and Non-Verbal Cues / Signposting**

#### **Transformation**

But it wasn't until my friend made me go 'cold turkey' that I found out she really wasn't joking. Web Summit 2019: 'Smartphone or cocaine, your brain gets the same hit' says CEO on tech addiction COMMENTS

By Chris Harris . last updated: 07/11/2019



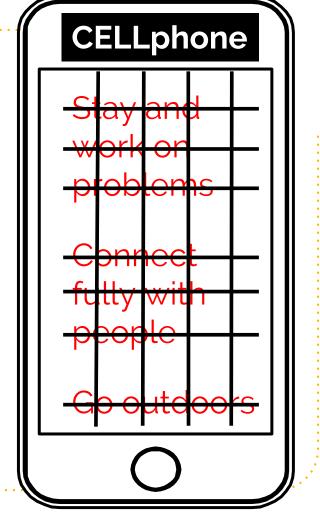
SUBSCRIBE

Sean Parker, 38, claims social media sites like Facebook are "exploiting vulnerabilities in human psychology" and said social media pioneers like himself "understood this consciously and we did it anyway."

#### **Verbal and Non-Verbal Cues**

#### Life Lesson / Message

So was my phone a smartphone, or a *cell*phone? My phone has been imprisoning me in its cell, turning into my jailor. Over time, I became more and more unable to...



## **Verbal and Non-Verbal Cues / Signposting**

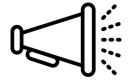
#### Audience Benefit

After all, I'm sure that when you've left this world, you won't want your eulogy to read: "Here lies a person whose great passion in life was liking posts on Instagram, having spent hundreds of thousands of hours on it."



## **Verbal and Non-Verbal Cues / Signposting**

#### Call to Action



So, what can we do about cellphone addiction?

Texting is a brilliant way to miscommunicate how you feel, and misinterpret what other people mean.

- Stanley Behrman



## The Introduction of your CA2 pitch

- Start your CA2 pitch with an arresting hook: grab the audience attention:
- >Show a graphic video of a shark being killed while alive
- >State an alarming statistics of how many sharks are being killed annually
- Explain the brutality of how sharks are killed to an analogy e.g. the ancient Chinese death sentence of a "death by a thousand cuts"
- •Introduce yourself, your PAC and the title of your CA2 pitch. Tell your narrative framework story which transformed you and led you to advocate or to educate/inspire your peers on the issue. State at least two central messages of your pitch substantiated by evidence and also by using narrative elements (associations/emotional appeal/needs and desires

## Closing your pitch

- Signal the end
  - "Finally, Lastly, Coming to the end"
- Summarise
  - State your call for action and what you want the audience to think of or to do
- Leave a lasting impression
  - End with a story, quotation, video, anecdote, song, symbol

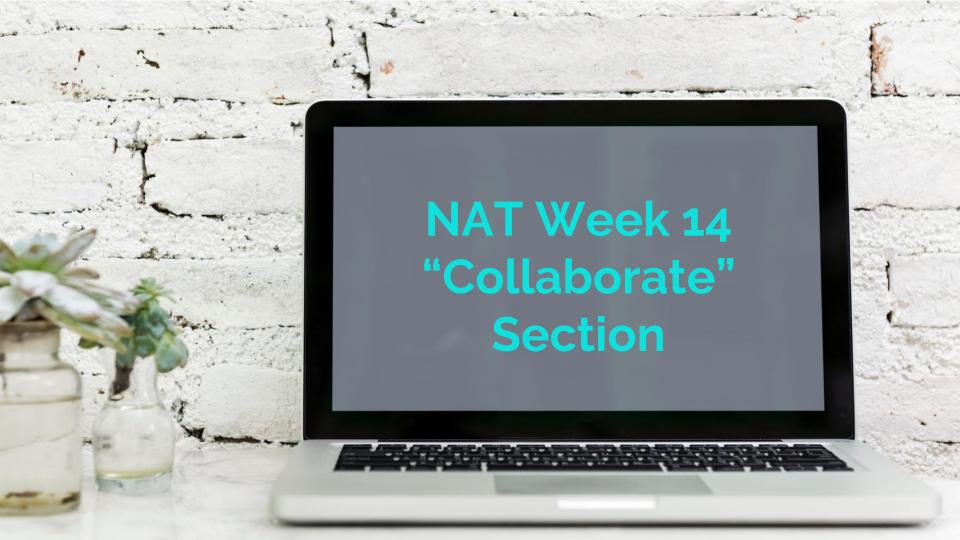


## **CA2 Preparation**

## **CA2 Preparation**

10 min

- 1. Refer to the NAT CA2 Sample Pitch Script on BB (and the CA2 Sample Script) Template given to last week for a rough guide on the assessment expectations.
- 2. Touch up your CA2 draft pitches using the *CA2 Script Template*, especially **the most important parts** of your draft/pitch.
- 3. Prepare to practise your CA2 pitch multiple times before you are comfortable. You can have notes but do not read blindly from them



## **CA2 Consultation**

### **CA2 Consultation: Let's share**



- 1. Review what you have written for your CA2 draft pitch thus far.
- 2. Are there any questions, queries or concerns you have?





# The CA2 Criteria

#### Ability to explain chosen CA2 scenario

- 1 Student shows ability to, by way of setting the context before pitching:
  - Identify the audience and context appropriate to his/her scenario
  - Explain clearly and persuasively, the purpose of his/her pitch

#### Ability to craft and organise narrative effectively

- 2 Student shows ability to:
  - Weave key message(s) seamlessly into the narrative
  - Communicate his/her story effectively through a narrative framework
  - Provide evidence of research to support his/her narrative

#### Ability to deliver a persuasive pitch

- 3 Student shows ability to:
  - Use impactful delivery skills to engage the audience in his/her chosen scenario
  - Speak clearly and confidently using effective verbal and non-verbal cues and signposting

#### Ability to respond to questions

- 4 Student shows ability to:
  - Respond to questions with relevant answers
  - Handle questions with tact and respect for the person asking the question

## **CA2 Draft Pitch Feedback**



#### **CA2 Draft Pitch Feedback**

What were some **strengths** and **areas for improvement** in the following areas?

- 1. Ability to explain chosen CA2 scenario
- 2. Ability to craft and organise narrative effectively
- 3. Ability to deliver a persuasive pitch

# **Key Takeaways**



- Enhancing pitches by using non-verbal cues and signposting
- CA2 preparation and consultation
- Practise delivering CA2 pitch and receive feedback



