

Tips & Tricks on Pitching your Idea!



Tip 1: Do you have a story to tell?

- Telling a story is the best way to convince your audience of your idea. This gets your audience to buy into your message as you take them on the same journey you went through in order to get to this point.
- Remember here that your solution matters less than showing how and why you chose this exact path. For example, if your audience is convinced by your pitch, they may be more willing to assist in roadblocks you are encountering to produce this product. Your colleagues may not always have all the answers without consulting multiple teams.
- Don't forget to reiterate important points at the end of your presentation, and bring up main asks at the end e.g. you need your manager to sign off on budget.

Tip 2: Capture the main elements

- Not every element in your product creation journey will be useful in convincing your stakeholders in your product idea.
- You need to take some time and think about the key aspects you need to present and most importantly which points to leave out.

Tip 3: Who is your audience and what makes them tick?

- If you know your audience: Do your research on who you will be pitching to and understand the level of understanding they have on your new product. For example, how would you present a product to your parents who don't understand? And if they have significant knowledge in the area, what are the most important aspects your colleague has on the success of this product?
- If you don't know your audience: you will have to present a balanced presentation that speaks to both colleagues who have significant knowledge and less knowledge. You can assume that most colleagues have a base understanding of financial products, however the level of detail may be varied significantly. Alternatively, ask other colleagues what your stakeholders are like and what they like to see in a presentation.

Tip 4: What tools can assist your argument?

- Think of tools that may assist you in the argument. Although you will not have to present a PowerPoint in this video, most companies will expect supportive evidence of your journey and additional information to take them through it.
- Remember do not stack your audience with too much information, your pitch is not a read through but rather a walkthrough of your idea. Further detail can be shared after the pitch on certain elements requested from your stakeholders.

Tip 5: What questions will your audience ask you?

- Whilst it's not applicable for this specific task, it's also always recommended you be prepared for your audience to ask questions.
- Think of the questions that may arise in your presentation and have prepared answers for them. You may even have an appendix set of slides to include to cover areas you think you will need further detail on.

Tip 6: There is no perfect formula!

- There is no template that will work for everyone. You've got to find whatever allows you to be authentic to yourself and assists in building your personal brand. For example, if you want to build your reputation into data analysis however you present a heavily imagery based presentation this may not align with how you want to be known.
- Nevertheless, you will always be a lot more effective if you turn your presentation into a story.

Tips & Tricks on Video Preparation!



Tip 1: Pitch & Volume

- Intonate your pitch in order to engage your audience. Presenting your idea in monotone will likely disengage stakeholders.
- Speak at an appropriate level of volume that is adequate for the video system you are pitching to. You will need to test this with practice. Furthermore, even if you possess a room-filling voice, without variation, it becomes monotonous and monotone. By changing your volume throughout your presentation, you come across as conversational and relatable to your audience. The rise and fall of your voice indirectly signals differences between major ideas and information and subordinate details that support them.

Tip 2: Speed

- At the beginning of your presentation. Rather than rushing into your presentation, start slowly. If you have some stage fright, speaking slowly helps, and it makes you come across poised, calm, and composed.
- When your audience isn't familiar with your material. Especially if the information you're presenting is technical, complex, statistical in nature, or has abstract concepts, going slowly helps your audience keep up with you. A slower pace helps with words and complicated terms you're introducing for the first time and those that may be hard to pronounce.

Tip 3: Personal presentation

- First impressions count. Dress appropriate to your audience and importance of the presentation. Although many sectors are relaxing the dress code, it is always better to over-dress than under-dress.

Tip 4: Practice

- Videoing yourself as a practice run is the best preparation. Although many find this process uncomfortable, it is the best and fastest way to find out whether all of the above [pitch, volume, speed and personal presentation] is appropriate.