

Product Management



How to Pitch

Our Learning Goals

- **Structure** presentations like a story to keep audiences engaged.
- **Use** simple, memorable language and visuals to communicate your ideas.
- **Identify** the type of audience you're presenting to and tailor your presentation to its needs and interests.



APPROACHES TO PRESENTING

1

To Ask:

For approval, money, help, or buy-in

2

To Tell:

Provide a group of people with information they might not otherwise know.

PRESENTATIONS THAT ASK OR TELL

1

Presentations that ask

Most of our presentations
Takes the form of a pitch

2

Presentations that tell

Research findings
Experiment results
Results of an initiative

Why Pitch?

Demonstrates leadership.

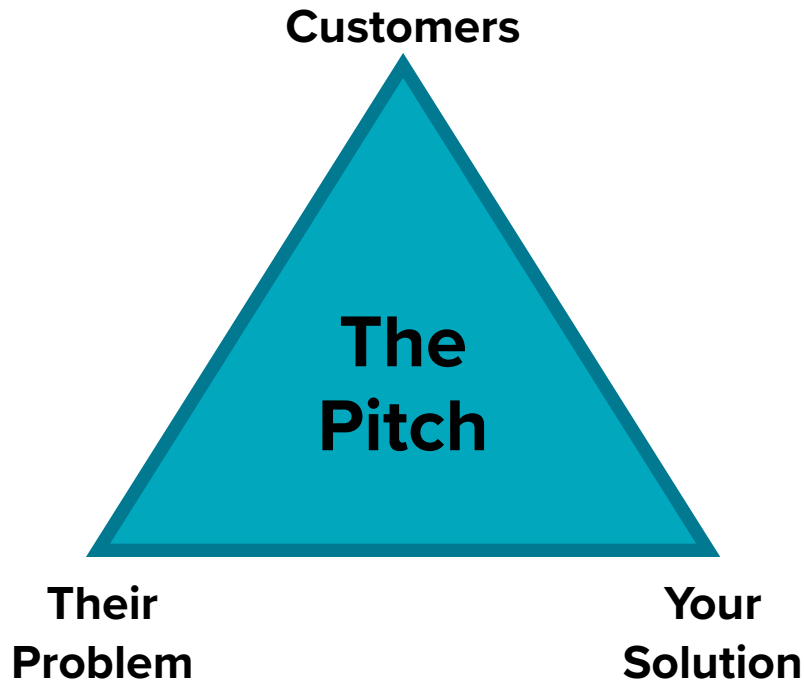
Helps us prepare our asks.

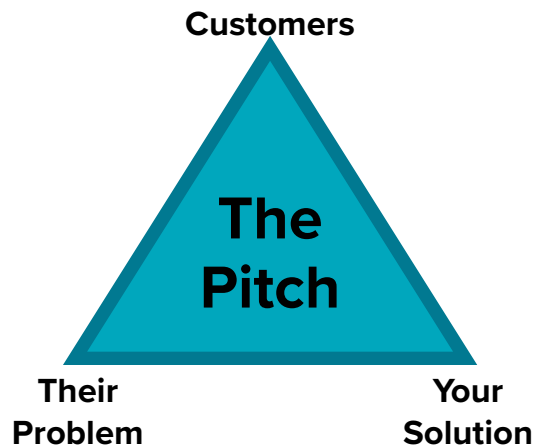
Can often be the only method to meet with senior leaders.

The Elevator Pitch

A good elevator pitch should have a clear target customer, problem statement, and your solution to this problem.

It should be **short**.





“Ranchers are often frustrated by the effort it takes to shear their angora alpacas by hand. DroneClip eliminates the need to chase, restrain, and trim these beautiful beasts. For over five years, alpaca farmers have trusted DroneClip to provide the best solutions in alpaca ranching. With our safe and reliable drone aircraft, you can spend less time shearing and manage a larger herd. I’ll give you a call to learn more about your situation. Thanks for your time.”



Is the problem painful enough?

An old man and his dog are sat on the porch. The dog is howling in pain. The man's neighbour approaches him and asked the old man "Is your dog ok?".

The old man responds "No, he's not ok. He is sitting on a nail."

The confused neighbour asks "Why doesn't your dog get up and move?".

The old man sips his coffee, leans back, and says "It doesn't hurt bad enough."



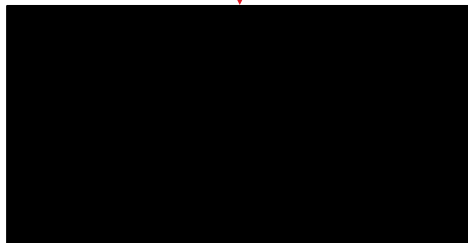
The Elevator Pitch

If their problem isn't valuable enough,
your solution doesn't matter.

Fall in love with the problem.
Fall in love with the outcome.
Don't fall in love with your solution.

“You have a \$50M problem.
I have a \$50K solution.
Any questions?”

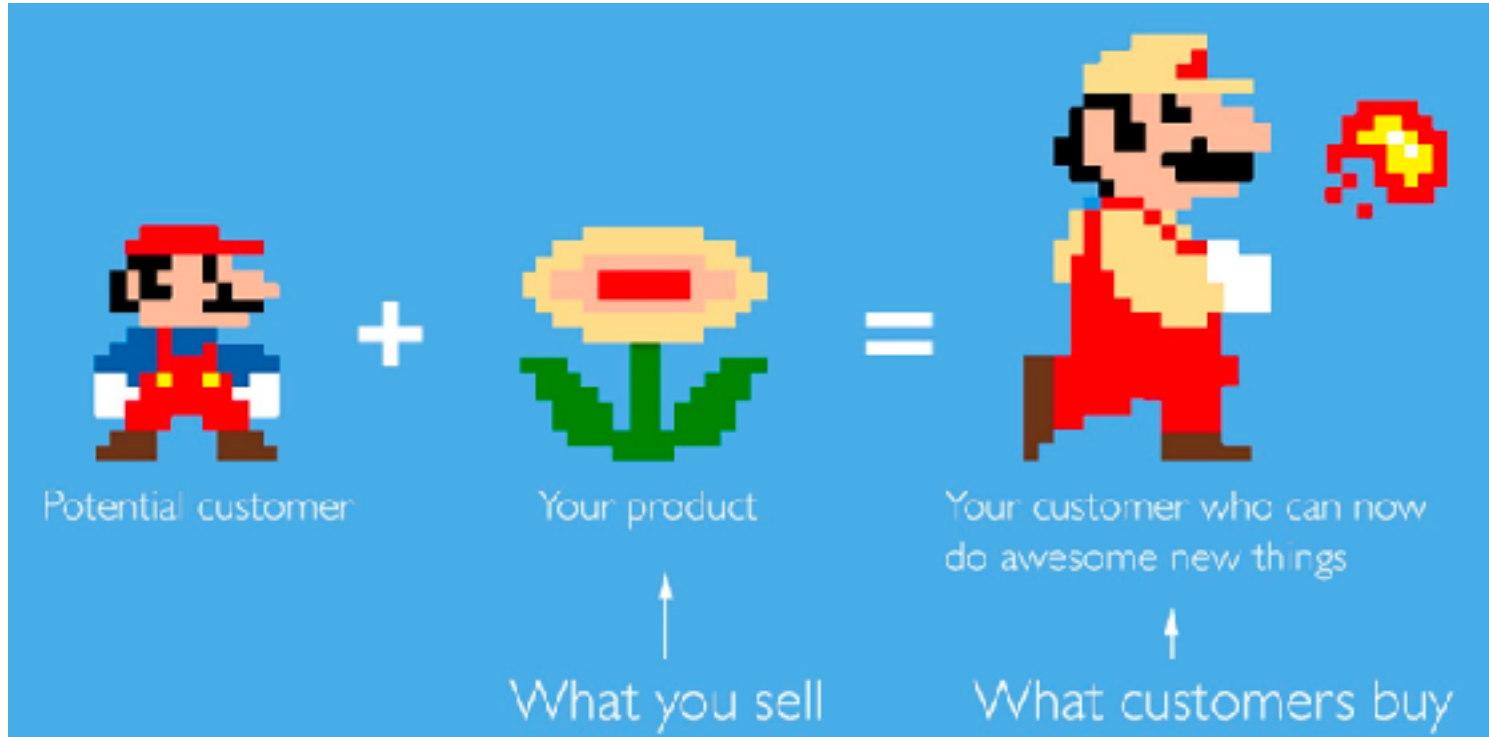
The problem



The outcome

The magic black
box in which your
solution lives that
nobody REALLY
cares about

Back to Jobs To Be Done





Solo Exercise: Elevator Pitching

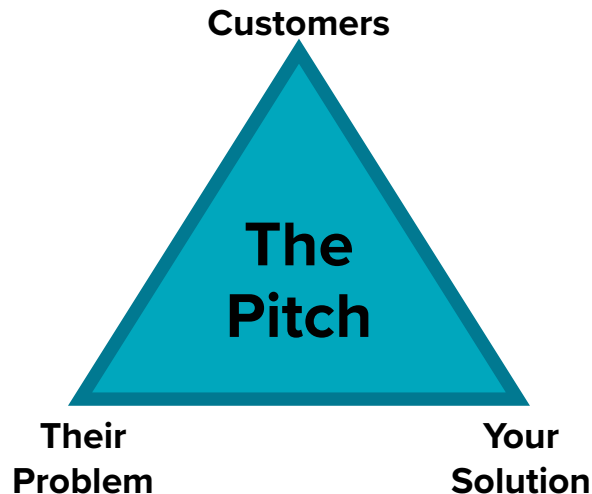
10 minutes



Your task is to develop and practice an elevator pitch!

- Each person will be given **two random words**.
- You will have 2 minutes to develop a pitch that covers the points in the model.
- Each person will **pitch for 30 seconds**.

For example, if you got the words “butter” and “cars,” you could pitch [buttercars.com](https://www.buttercars.com) as a product.



Product Management



A Good Story Explained Simply





Let's Discuss Presenting with Facts vs Storytelling

Review the videos and reflect on the contrast between the two and best practice.

How to Pitch Just the Facts



<https://generalassembly.wistia.com/medias/8d73va7ew4>

How to Pitch Telling a Story



<https://generalassembly.wistia.com/medias/p3ng2l9b23>





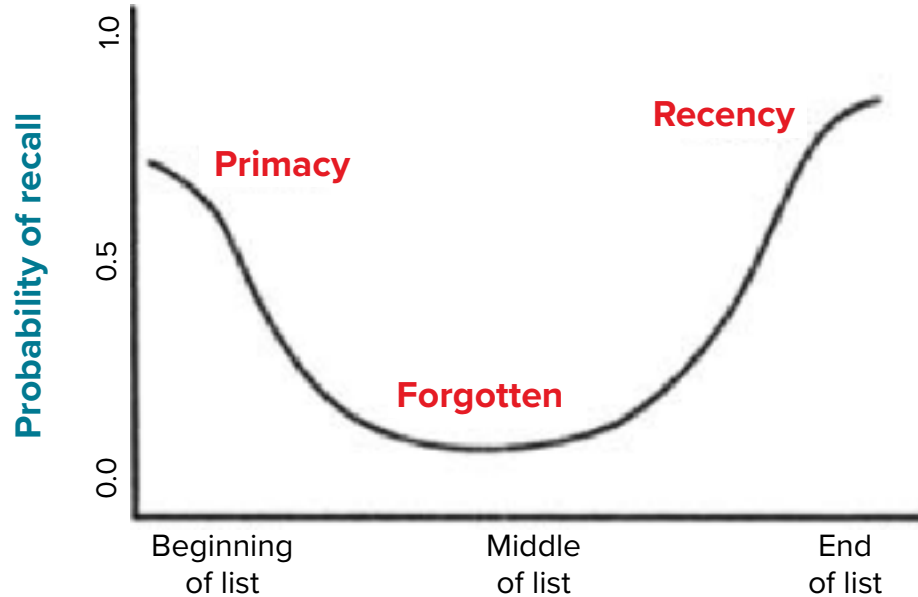
Real Cases: Telling a Story

5 minutes



Nail Your Opening and Closing

Make your presentations simple and memorable with **strong opening and closing sections**.



Nail Your Opening and Closing

Opening

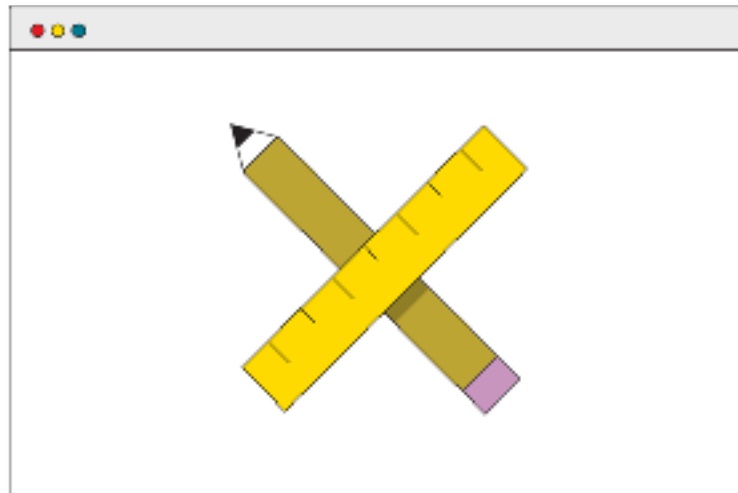
- Start with a hook — a good story or emotional narrative.
- Share where the presentation is going.
- Don't bury the lead.

Closing

- Lay out a call to action or recommendation.
- What do you want people to walk away with? What should they do now?
- Connect back to your opening.

Simplify Your Slides

- Dot points, not paragraphs.
- Add labels to graphs and data.
- Use slides as a prompt, not a script.
- Include photos and visuals, but keep them relevant and on-brand.
- Mind your font styles, sizes, and colors.
- One message per slide.





How to make a Good First Impression



Making a first good impression can be vital when looking for a new job. Whether we like it or not, people do judge a book by their cover. The first few seconds with someone can be critical to your career.

- Be on time. The person you are just meeting is probably not interested in your excuses, even if it is the first time you are late in your whole life. All they are going to know is that you are not keeping up with a previous agreement. The image you are leaving behind is of someone that is not reliable. Make an extra effort and make sure to arrive on time. Too early is always better than too late.
- Be prepared. Before going to your interview you should have done your research about the company, the position you're applying for, and so on. Think about what kind of questions you could be asked, and how you would answer them. In one word, practice!
- Take care of your clothes and your overall grooming. It has been said that 55% can be determined by the person's appearance. So be careful when choosing how to present yourself in an interview. Dress to impress, maintaining in mind the job you are applying to, and when in doubt, choose the most conservative choice.
- Take into consideration non-verbal communication. You might be feeling nervous, but studies have shown that people who present themselves in a more friendly, confident manner usually have better results. Something as simple as a smile can make a difference.





Guided Walk-Through: Good Slide/Bad Slide (Cont.)

5 minutes



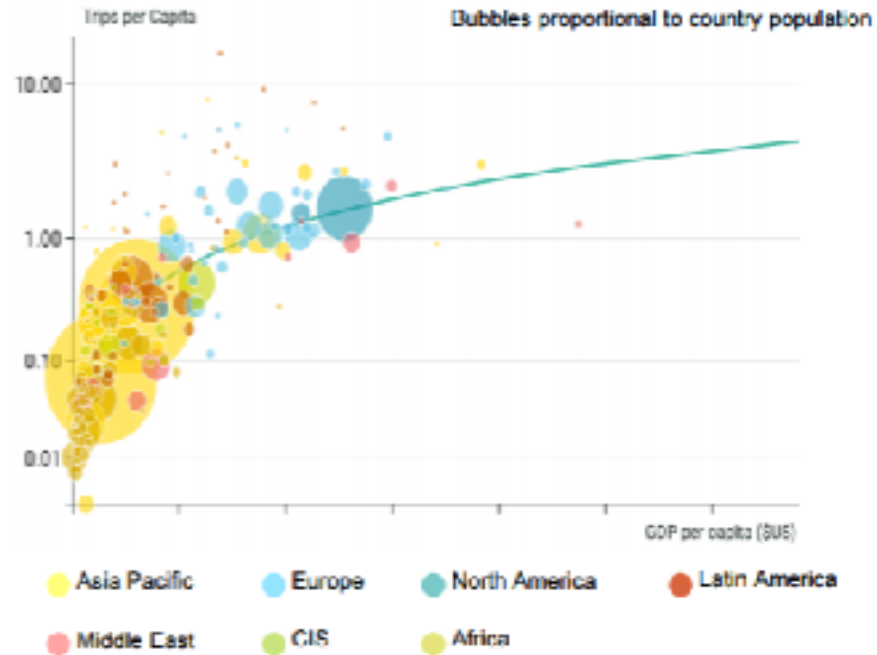


Guided Walk-Through: Good Slide/Bad Slide (Cont.)

5 minutes



Propensity to travel





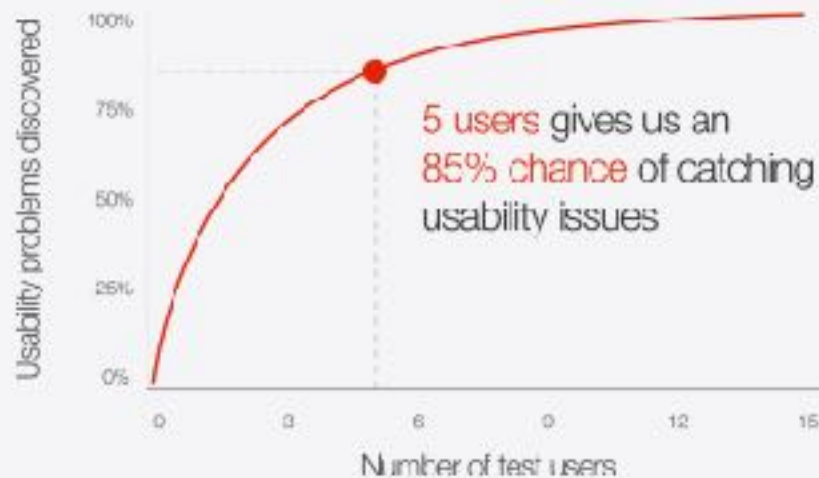
Guided Walk-Through: Good Slide/Bad Slide (Cont.)

5 minutes



How many users do I need?

(Usability problem frequency: 30%)




Guided Walk-Through: Good Slide/Bad Slide (Cont.)

5 minutes



POURSQUARE



SO WORDY

What is foursquare?

~~Think of it as a game, not a social app. Foursquare is a mobile application that helps you keep up with your friends while using game mechanics to encourage and reward users for experiencing new things.~~

wtf is "game mechanics"?

~~In its current form, foursquare is a web-based iPhone application, and it is service- and geo-based.~~


~~To users, foursquare is a tool used for finding friends, organizing the trip and rewarding oneself for discovering bars, restaurants & good times.~~

~~For brands and advertisers, foursquare is a platform that both encourages and rewards customers for participating in experiences that take place in the real world.~~

~~Foursquare is a privately-held, two-person startup based out of NYC.~~

what "things"?

Too many words



Thursday, December 15, 2011

18



Guided Walk-Through: Good Slide/Bad Slide (Cont.)

5 minutes



The slide features the 'claim compass' logo in the top left, which consists of a blue circle with a white compass rose. The text on the slide reads: 'WE MAKE AIRLINES PAY YOU \$650 FOR SCREWING UP YOUR FLIGHT.' followed by the email 'founders@claimcompass.eu / angel.co/claimcompass'. Handwritten green annotations include the word 'succient' with an arrow pointing to the headline, the phrase 'I'm interested' with an arrow pointing to the headline, and a small green smiley face with a flower in the bottom right corner.

A Good Story For a Specific Audience



Discussion: So Many Stakeholders...

5 minutes



- As a PM, who are the key stakeholders you'll be presenting to?
- How do your presentations change for different audiences?

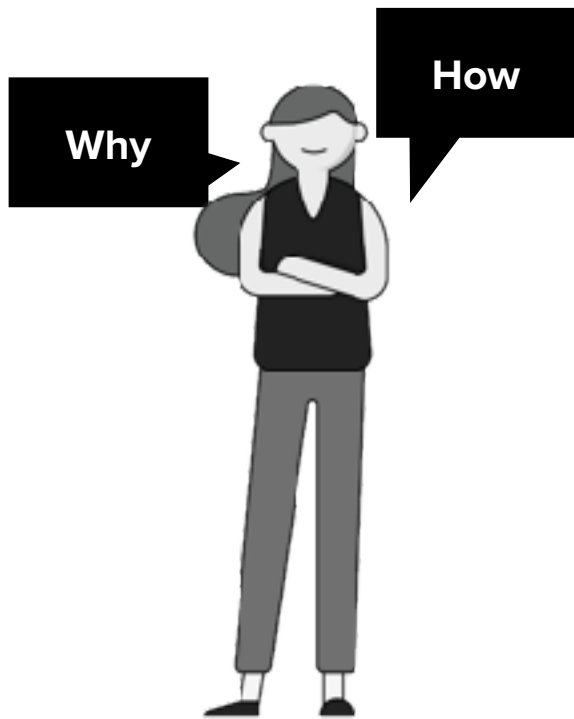


**Make people care about your presentation
by making it relatable to them.**

Know Thy Audience

	Leadership	Build Team	Partners	Ideators
Purpose	Change perceptions and gain buy-in.	Instigate activities and agree on an action plan.	Get resources and agree on an action plan.	Generate ideas and excitement.
How	Tell them why and focus on impact.	Let them know what needs to get done.	Tell them how much and how long.	Ask questions and identify areas where they can pitch in.
Who	<ul style="list-style-type: none">● Senior management● Executives	<ul style="list-style-type: none">● Designers● Engineers	<ul style="list-style-type: none">● Project managers● Marketing● Sales● Operations/ Finance● External partners	<ul style="list-style-type: none">● Any internal or external stakeholders

Talking to Leadership



- Show a big-picture overview.
- Craft a persona-driven narrative.
- Employ consistent terminology for actors and features in the system.
- Map each scenario to a business driver.
- Focus your message - One sharp spear over ten blunt ones.

Talking to Leadership



- Executive leaders are busy, and they are decision making machines.
- Frame the presentation - What do you want from them?
- A decision? Feedback? Support? What specific kind of support? Or is this just an FYI?
- Frame up front the specific decision or feedback points you want them to consider, then share the factors / details that inform that point.

Talking to Leadership: A Template

What the project is

Narrative — tell a story

**High-level solution
proposal**

**Specific features and
how they solve the
problem**

**Cost/benefit and time
frame**

Q&A and next steps

Talking to the Build Team and Partners



- Show an overview of the big picture.
- Articulate what portion on which you will be focusing.
- Show a timeline of progress.
- Identify what needs to be done.
- Assign tasks, owners, and dependencies.

Talking to the Build Team and Partners: A Template

What the project is

Where are we now?

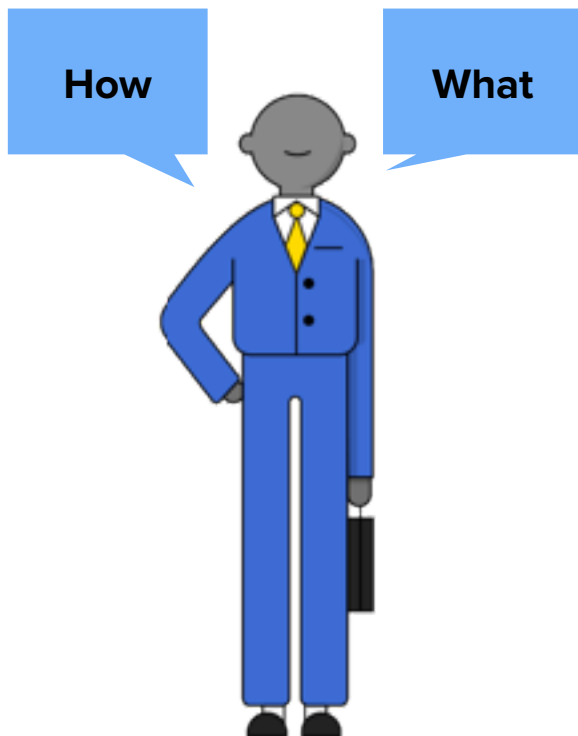
Big picture

**Specific features and
what they do**

Specific tasks

**Q&A and assign next
steps**

Talking to Ideators



- Position the meeting as a workshop.
- Clearly state intended outcomes and goals.
- Present printouts and relevant research at the beginning of the presentation.
- Have whiteboards, paper, and pens handy.
- Ask questions.
- Don't show anything that looks too finished.

Talking to Ideators: A Template

What the project is

Story about a user

**Pain points — areas for
discussion and
ideation**

**High-level questions to
be answered**

**Discussion/ideation/
workshop/Q&A**

Next steps

How does your presence engender trust?

- Make eye contact with the audience.
- Speak slowly. Now speak slower.
- Don't forget to project your voice.
- Use movement and space effectively.
- Gesture naturally, not repetitively.
- Be aware of your “ums” and “likes.”
- Don't read off the screen.
- If possible, stand up.
- Avoid leaning against things.
- Take your hands out of your pockets!



Practice Makes Perfect!

- Create an outline that serves as a plan of action, including key points that you don't want to miss.
- Speak aloud alone. Become comfortable with your content without outside influence first.
- Practice in front of an audience last.



Bonus Points: Sales Enablement Story (Andy Raskin)

- Name a big relevant change in the world
- Show there will be winners and losers
- Tease the promised land
- Introduce features as “Magic Gifts” that overcome obstacles to the promised land
- Present evidence that you can make the story come true.



Product Management



Wrapping Up



Today's Learning Objectives

In this lesson, we:

- ✓ Structured presentations like a story to keep audiences engaged.
- ✓ Used simple language and visuals to communicate your ideas.
- ✓ Identified the type of audience you're presenting to and tailored your presentation to their needs and interests.

**What are your
takeaways?
What questions
remain?**

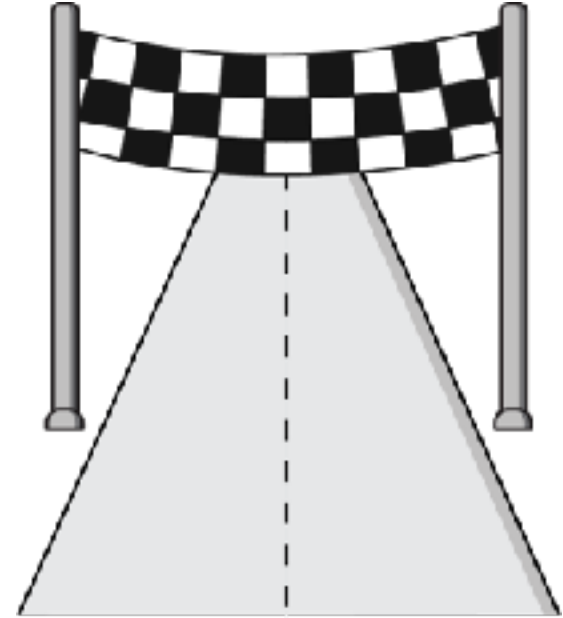
Looking Ahead

Homework:

- Finish your final project.

Next class:

- Final Presentations!



Additional Resources

Practice Again	Digging Deeper
Storytelling as a PM <ul style="list-style-type: none">● Top 7 Killer Elevator Pitch Examples● Why a PM Needs to Be a Great Storyteller● The Art of Storytelling you Should Master as a PM● The Ultimate Guide to Stakeholder Management for PMs	Examples of Storytelling as a PM <ul style="list-style-type: none">● Elevator Pitch Examples From Successful Startups● Storytelling for PMs, Product Management Insider

