

Pitching ideas

How to sell your ideas to others

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We sell all the time

A black and white photograph capturing a moment of intense excitement and celebration. A dense crowd of young people, likely at a sporting event or a large gathering, is shown with their arms raised high in the air. In the foreground, a young woman on the left is laughing with her mouth wide open, her hand near her face. Next to her, another young man is also laughing, his head tilted back. To the right, a young woman with glasses is visible, looking towards the camera with a slight smile. The background is filled with more people, some with their hands raised in a 'V' sign or other celebratory gestures. The lighting is bright, creating strong highlights and shadows, emphasizing the textures of their clothing and the energy of the scene.

We love your ideal.



Yeah.... right...

Why can ideas fail?



Because it's a bad idea

Because people can't see the
brilliance of your idea

~~Because people can't see the
brilliance of your idea~~

Because you were unable
to convince people

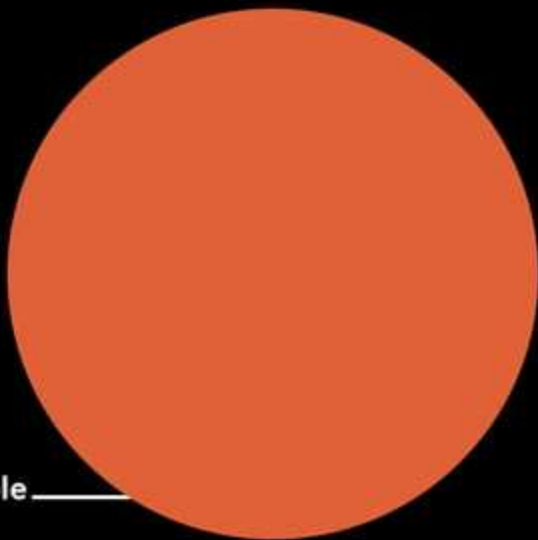




You go in Rambo mode

 10% idea

90% people



10% idea

Goal





Goal

Who do you need
to convince?

How do you
convince them?



What is your goal?

In order to score you need a goal

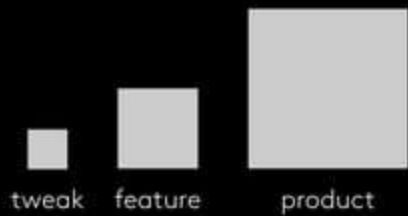






tweak feature







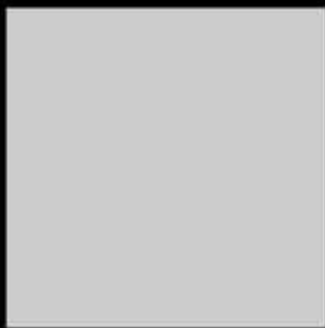
tweak



feature

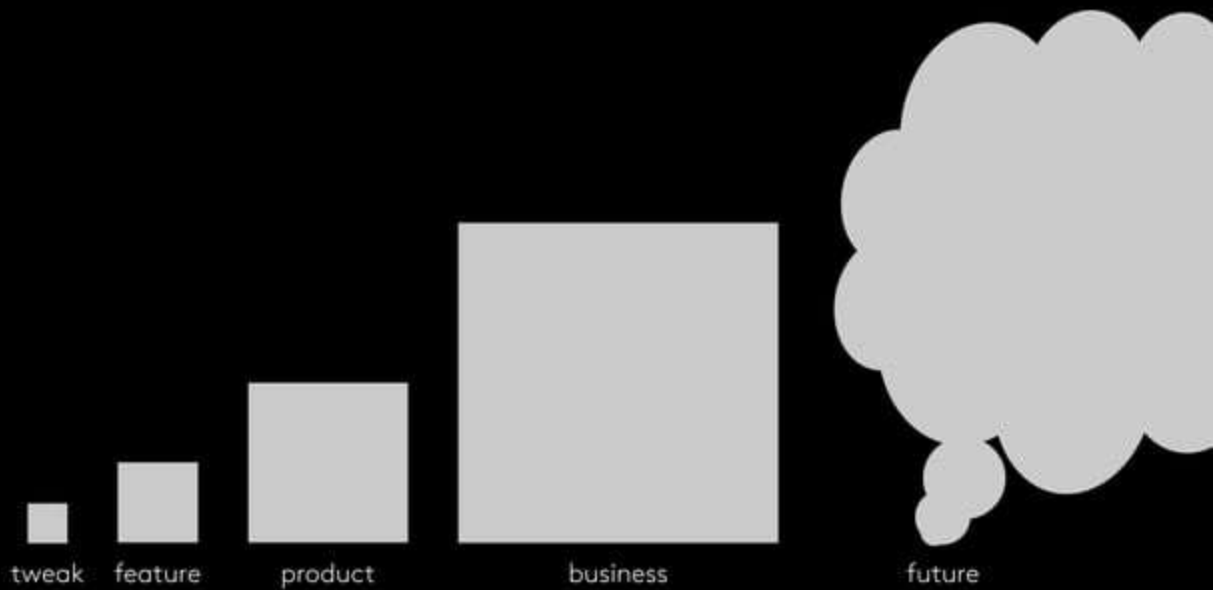


product



business








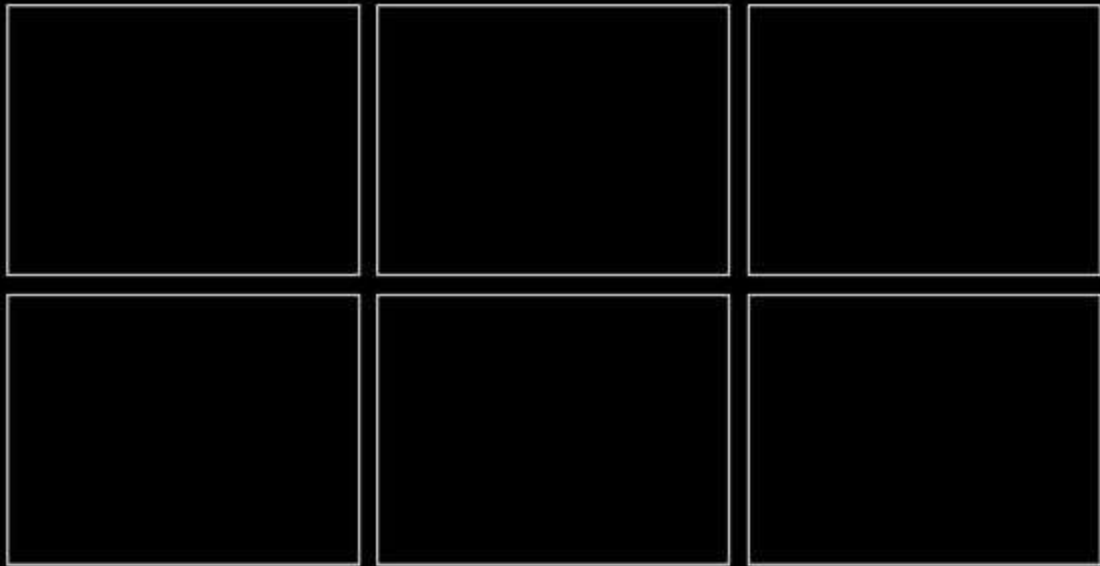
What problem does it solve?

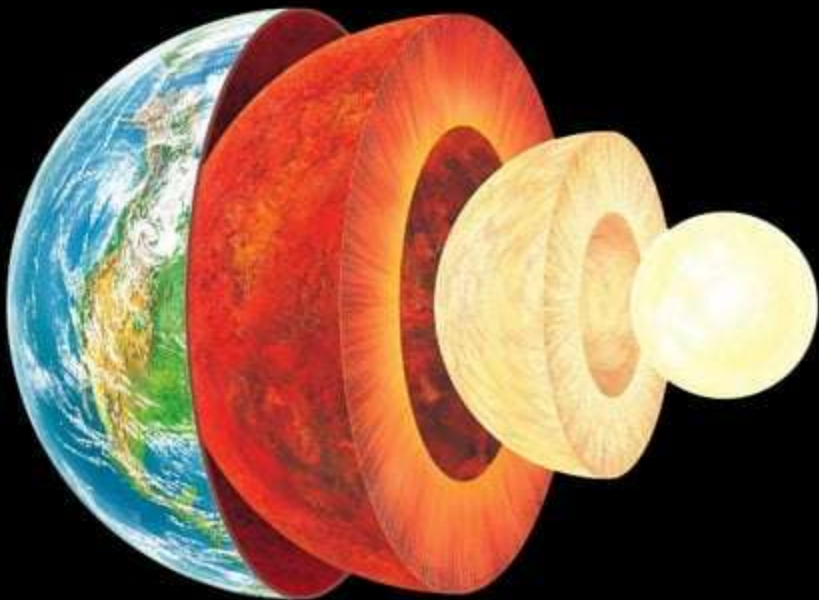
What opportunity does it create?

A black and white photograph of Steve Jobs. He is sitting at a desk, looking thoughtfully to his left. He is holding a lit cigarette in his right hand, which is resting on his chin. He is wearing a dark and light horizontally striped sweater. In the background, there is a computer monitor on the desk and several bookshelves filled with books. The lighting is soft, creating a contemplative mood.

"If you haven't found it yet. Keep looking. Don't settle. Like any great relationship it just gets better and better as the years roll on."

— Steve Jobs





Get to the core of an idea

Core idea sheet

Problem / opportunity _____

Idea _____

Which will 1 _____

2 _____

3 _____

And to do that I need... _____

Core idea sheet

Problem / opportunity Everybody busy + need to connect

Idea An online social network

- Which will
- 1 Show me what my friends do
 - 2 Show them that I care
 - 3 Help share my life

And to do that I need... Four pizzas and two programmers

facebook

Core idea sheet

Problem / opportunity High energy bill and no control

Idea A smart thermostat

- Which will
- 1 Heats house only when needed
 - 2 Understand my needs
 - 3 Easy to control

And to do that I need... \$80.000



Core idea sheet

Problem / opportunity Nobody comments on articles

Idea A comment-everywhere box

- Which will
- 1 Let's me comment on everything
 - 2 Actively invites people to comment
 - 3 Let's me login with FB and Twitter

And to do that I need... 12 hours with one programmer

Who are you convincing?

Know your audience

BBC TWO







your mom



your mom

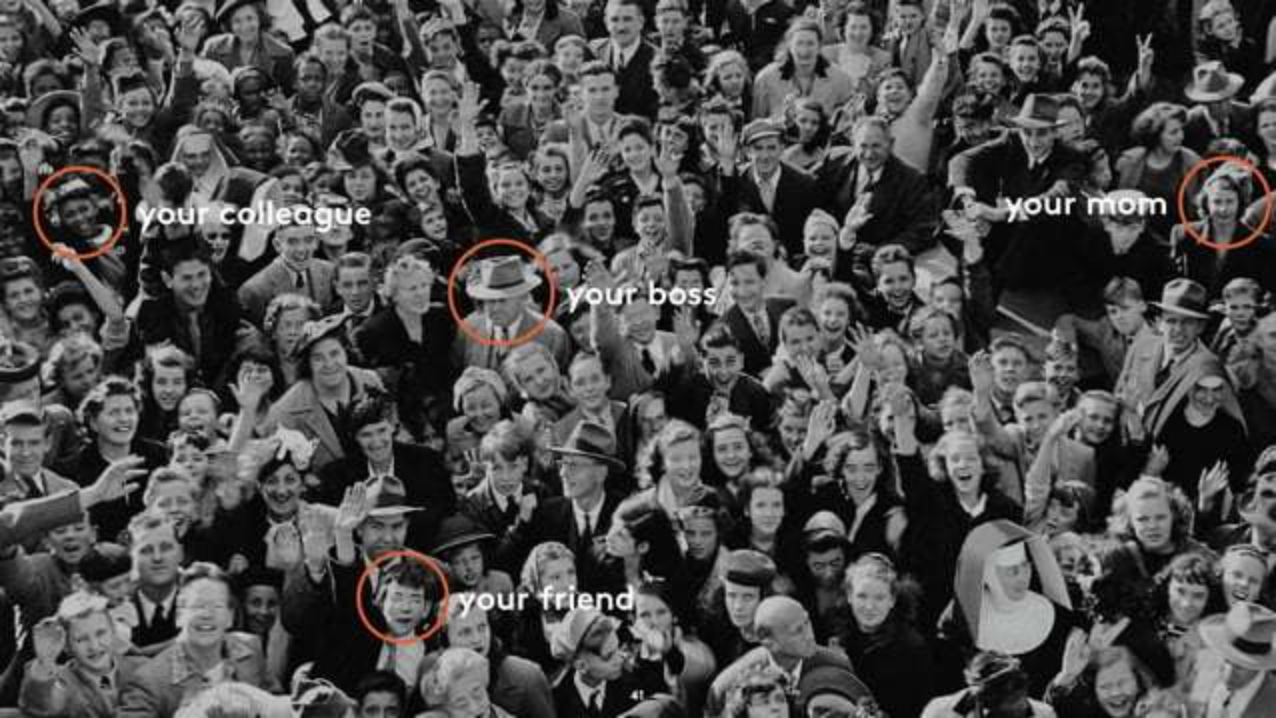
your friend



your colleague

your mom

your friend

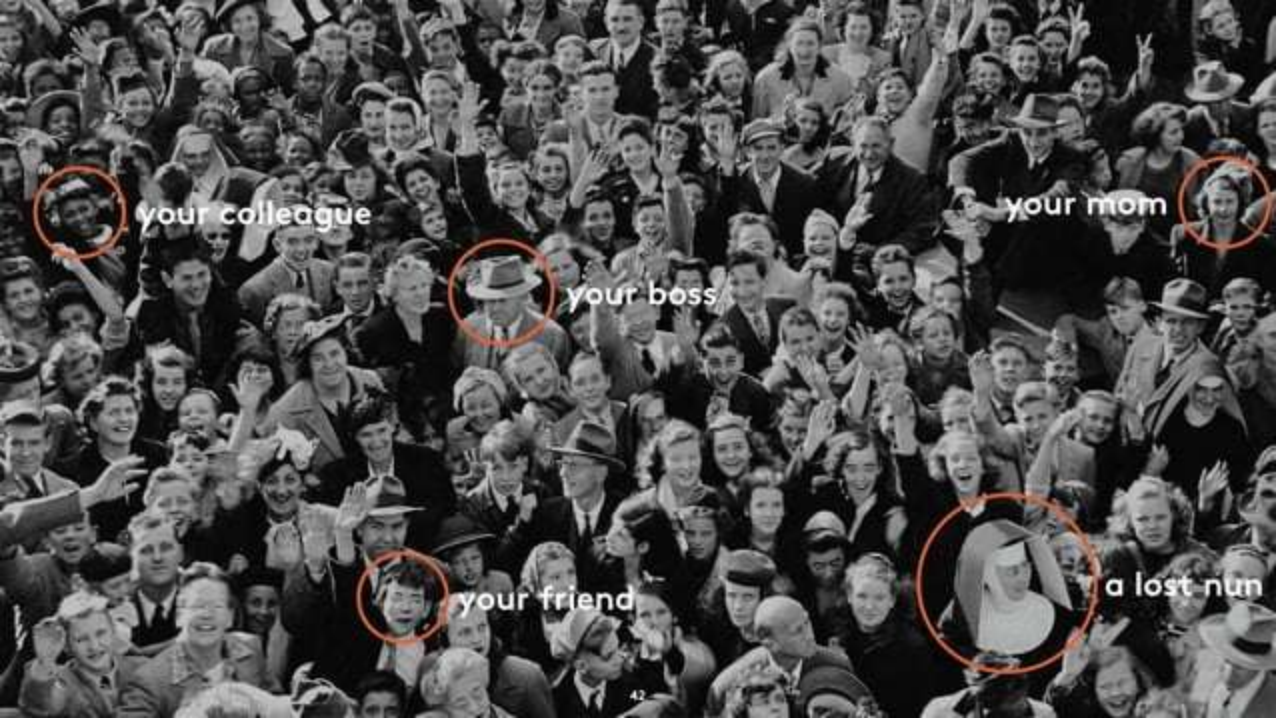


your colleague

your mom

your boss

your friend



your colleague

your mom

your boss

your friend

a lost nun

It's not about you

How smart you are is not important

It's about the others

What's in it for them?

Why should they get involved?

Why should they invest time and money?

Why would they like it?



Managers

Strategy - Business model - Competitive edge - KPI's - ROI



Project managers

Planning - Budget - Efficiency - Milestones - Roadmap



Programmers

Unhappy flow - Exceptions - Efficiency - Architecture - Requirements



UX designers

Experience - Flow - User needs - Service - People

How do you convince?

Just knowing your audience isn't enough



Create likability

Everyone wants R.E.S.P.E.C.T.

Give compliments

Never undervalue the work of others

WE

WE

WE



Let others score



Max DVD

OPEN 24 HOURS

TIMES SQUARE
INFORMATION
CENTER

TIMES SQUARE
ALLIANCE
TIMESSQUARENYC.ORG

McDonald's
Restaurant

Build trust

Show you understand them

Their values

Their approach

Their history

Their strategy

McDonald's Mission and Values

www.aboutmcdonalds.com/mcd/our_company/mission_and_values.html

Our Company / Mission & Values

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McDonald's
Hamburger

OUR COMPANY
RESTAURANTS
FRANCHISING
SUSTAINABILITY
MEMBERSHIP
CAREERS
LET'S TALK

Mission & Values

McDonald's brand mission is to be our customers' favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.

McDonald's Values

We place the customer experience at the core of all we do. Our customers are the reason for our existence. We demonstrate our appreciation by providing them with high quality food and superior service in a clean, welcoming environment, at a great value. Our goal is quality, service, cleanliness and value (QSC&V) for each and every customer, each and every time.

We are committed to our people. We provide opportunity, nurture talent, develop leaders and reward achievement. We believe that a team of well-trained individuals with diverse backgrounds and experiences, working together in an environment that fosters respect and drives high levels of engagement, is essential to our continued success.


We believe in the McDonald's System. McDonald's business model, depicted by our "three-legged stool" of owner/operators, suppliers, and company employees, is our foundation, and balancing the interests of all three groups is key.

We operate our business ethically. Sound ethics is good business. At McDonald's, we hold ourselves and conduct our business to high standards of fairness, honesty,

Our Company

- McDonald's System
- Leadership
- Inclusion & Diversity
- Awards & Recognition
- McDonald's History
- Amazing Stories
- FAQs

Get wrapped up in our Student Zone



Don Thompson | About |

www.aboutmcdonalds.com/mcd/our_company/leadership/don_thompson.html

Our Company | Leadership | **Don Thompson**

Share Search

OUR COMPANY
MISSIONS
FRANCHISING
SUSTAINABILITY
WORKING
CAREERS
LET'S TALK

Don Thompson

President and Chief Executive Officer

As President and Chief Executive Officer of McDonald's Corporation (NYSE: MCD), Don Thompson leads the world's largest foodservice company. McDonald's serves 68 million customers everyday in 118 countries and employs 1.8 million people across the globe in corporate and restaurant positions.

During his 20 years at McDonald's, Thompson has helped drive business results and global strategic innovation across the organization. Since joining as an electrical engineer in 1990, he has held a variety of key leadership positions within the company including Regional Vice President, Division President and Chief Operating Officer. Between 2006 and 2011, Thompson served as President of McDonald's USA, the company's largest business segment. Most recently as President and COO of McDonald's Corporation, Thompson and his leadership team established three global growth priorities in support of the McDonald's Plan to Win: to optimize the menu, modernize the customer experience and broaden restaurant accessibility.

In July 2012, Thompson became President and CEO and is leading the company on its mission to become "our customers' favorite place and way to eat and drink."

A true advocate of collaboration and believer in the strength of the McDonald's three legged stool, Thompson and his leadership team work closely with the 5,000 independent owner-operators, corporate staff and restaurant employees around the world as well as countless McDonald's suppliers.

Our Company

- Mission & Values
- McDonald's Story
- Leadership
 - Don Thompson**
 - Tim Cook
 - John Brown
 - Paul J. Brown
 - Bridget Coffey
 - Steve Eberhardt
 - Richard Fleuret
 - Greg Gores
 - Jill Harwood-Morley
 - Dave Hoffman
 - Kim Hovick
 - Adam Kriger
 - Edgardo Navarro
 - Glenn Salsbery
 - Jim Scarborough
 - Jeff Shuman
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- Awards & Recognition
- McDonald's History
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- FAQs

Things go as expected

```
graph TD; A[Things go as expected] --> B[Relax]; A --> C[Resist]; B --> D[Follow (unconscious)]; B --> E[Think (conscious)]; C --> F[Disinterest (unconscious)]; C --> G[Fight (conscious)];
```

Relax

Resist

Follow
(unconscious)

Think
(conscious)

Disinterest
(unconscious)

Fight
(conscious)



Pick the right pace



Goal

Who do you need
to convince?

How do you
convince them?

Thank you!

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Oak & Morrow