Hi. We've just done the M2 and co-created a solution that our sponsor feels comfortable with but it now needs to be brought together and pitched not just to the sponsor but usually to a much wider group maybe 4,5, 6 or more of the key management who's buying we need to get final sign off. so we're going to talk today about what happens between M2, Meeting 2 and then 3 and then what happens at M3.

So between M2 to M3, what we have got now is we got the basics of an agreement of what the person wants. Before going into the pitch, which is what we shape for the final, this is what we're proposing, the servicing that needs to be done. First of all is that the team., led by the IE, the TPD, the White Water sponsors, the researchers, we need to live through the entire P process, the P plus process, of what it's going to look like. Because we're pitching it to them, now let's actually think about the reality of this so that we've thought through all the things that can go wrong, what really needs to happen and we literally live through the next 9 months. We thought about it then we're ready to start writing the pitch based on that knowledge. Because we know that there's going to be blockers, we know things are going to be wrong that's what we 01:46 into it. So we take that co-created concept, we flush (?) it out, think about the realities then we're ready to start shaping the final pitch.

Now the pitch has got to be in simple stages. So first of all, we need to restate the problem and remember we'll have new audiences coming in so we've got to create a process where they catch up with us and understand what's there and buy into our solution.

So the beginning is obviously a quick introduction of who we are and then the powerpoint presentation is going to go through the problems. Having gone through the first problem as we see them, it's important at that stage where we stop let them digest, then we go into our coming out with the solution. So these things need to be brought together into a presentation document in between M2 and M3.

There are lots of examples of other pitches that can be used and case studies that are close to what is required. So a lot of this information lies in the knowledge bank you can pull together in creating the pitch document.

It's important that we show our credentials, we've done it before we've worked with organisations in a similar fashion: this is your problem and here are the solutions. And when presenting the solutions when you're thinking it through in preparation is to present the solution in a funnel form. From a big picture down to details, down to details of what were actually going to do so they get a feel for the reality of how we're going to manage this and then keep that reasonably short no more than maybe 15-20 slides, you can have a pen to season (?) the slides where you had additional case studies , other information required.

Having done that, then we need to rehearse. Rehearse the presentation going forward. Normally quite a few people on our side as well as their side in these presentations. In the picture itself, the thing to note is that as we're working ourselves out before the M3 we socialise it. So we give it back, we talk through the sponsor about what we're doing, we get the sponsor to talk to key people so we know everything that's out before we go into that presentation. In the M3 we present very clearly who are we, what are the problems, stop get people to agree on the problems and at this stage it's what I called extracting the poison. Get as many negative comments as you can out of this stage because then you know where people like, as you're presenting the solution to answer their areas of concern.

Now at the end of it you are interested in getting their individual views and where possible be very open in fact encouraging of modifying our suggested solution with their different input. Again same as M2 they start owning it by making small changes using the word they used 05:23 on your words, changing things, not substance but changing it so that they feel that we're working together towards the solution. At the end it should be where we've got fundamental agreement ready to go into the documentation stage.