

7 Pointers to avoid pitch-bombing & death by powerpoint infographic



"Most people use PowerPoint like a drunk uses a lamppost - for support rather than for illumination."
David Ogilvy

2 STRUCTURE

- Using a large piece of paper, draw a table of boxes equivalent to the number of minutes you have to present. (so if you have 5 minutes, 5 boxes)
- Plan out/storyboard your key message in each box using the Cavill + Co 5 elements Pitch structure (refer below).
- Think of simple images that will prompt your brain to recall that message and write that in too.
- Identify and write up emotive stories for 1) your Opener and 2) Beneficiary story (refer below).
- Do not sit down at a computer and write a script or get sucked into Shutterstock before doing this.

4 AUDIENCE

- Check in with the host/organiser re what is the format/theme/overall structure to ensure you are aligned.
- Consider the timeslot & where the audience's headspace will be when you start (half asleep after lunch? Overwhelmed as you're the 5th speaker in a row, bum fatigue after 2 days of sitting, merry after free drinks etc).

6 HUMAN RELATABILITY

- You're a human, not an AI bot, and people relate to authenticity & vulnerability, so just be 'you' as no other speaker has that.
- Being human has its downside. It's natural for the fight/flight response to kick in - affecting your breath, voice, temperature, butterflies etc. Learn to control and channel the adrenalin.
- Use hand gestures and voice variations just like you would with friends.
- If you do steps 1-5, you will immediately feel more in control, prepared and confident which will go a long way to managing nerves and allowing your true personality to shine.

PLAN 1

- Grab a pen & paper and Do the Who, What, Why, When & How - Who are you pitching to? What do you want to get (goal)? Why are you pitching? When and How long do you have (in minutes)?
- Once clear on the audience, what is the problem that you are solving for them? What's their motivation for listening to you?
- Don't sit down at a computer before you have done this.

TOOLS 3

- What tools do you have at your disposal - PowerPoint slides, research, annual report, flipchart, props, beautiful high res. images, infographics, jokes, anecdotes, music, videos, stories? Gather them.
- Remember, Visuals are processed 60,000 times faster than words, so you want visuals to tell your story, along with your stories that paint a picture.
- What are you most comfortable with & is it appropriate to step out of your comfort zone? If you've a short amount of time to prepare, stick with what works. When you've plenty of time - challenge yourself, try something new.
- Create your presentation in your chosen format. (following your storyboard - rigidly)

PRACTICE 5 (Practice Practice)

- The best presenters in the world rehearse their presentation/pitches - if you're relying on a script or text-heavy slides, you'll be in your head and not present.
- Practice out loud in the shower, in the car, in front of people who know your audience - perfect the order of information, the time slot, the pauses & flow.
- Practice with your slides/props so that it's seamless.
- Never wing it. If Branson & Obama can find the time to rehearse, so do you!

OBSERVE 7

- Observe and analyse speakers and presenters to evolve your structure, style and to see what works and doesn't.
- Where possible watch great speakers live on stage (when you're a good speaker you'll be in the green room with them!) otherwise get acquainted with TED.
- Our go-to for inspiration is Obama, Simon Sinek, Graham Norton, Julia Gillard, Malala Yousafzai, Waleed Aly, Ken Robinson, Brené Brown. Watch, learn and be inspired.

CAVILL + CO 5 ELEMENTS PITCH STRUCTURE

- 1 CAPTIVATING OPENER/BUILD RAPPORT (PERSONAL STORY)
- 2 WHAT'S THE MAIN PROBLEM (THAT YOU SOLVE) - AND ITS IMPACT
- 3 WHAT ARE YOU DOING TO SOLVE THAT PROBLEM - AND WHY THAT MATTERS TO THE AUDIENCE (BENEFICIARY STORY)
- 4 WHAT DO YOU WANT THEM TO DO/WHAT'S IN IT FOR THEM TO DO IT?
- 5 STRONG CLOSE



This infographic is brought to you by Cavill + Co, corporate-cause partnership matchmaker, trainer, Pitch Coach and Infographics Ingenie.

Cavill + Co's Fearless Leader Hailey Cavill-Jaspers has pitched over 1,000 times in her 30-year career and has coached numerous non-profits to win partnerships with Disney, Vodafone, News Ltd to name a few. She runs her own Pitch Clinics as well as bespoke training for organisations including the Westpac Foundation.

Hailey has presented on big stages in Europe & Australia speaking on her passion topic: social good. Her tv gigs include Gruen, 7.30 Report & Grand Designs Australia. More info: www.cavill.com.au/pitch-coach

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