

# Pitch: 3 minutes to win people over

## The art of the pitch, enhanced with storytelling and theatre techniques

Hands-on course of 1 day - 7h

Ref.: PIH - Price 2024: CHF890 (excl. taxes)

You have less than 3 minutes to present your product, service, project or application. By drawing on recognised pitch techniques, this course will help you acquire the tools needed to achieve a concise, convincing and impactful presentation and thus make an impression on people.

### EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Understand the challenge of timed communication.

Prepare and practise your pitch.

Prepare and practise your story.

Capture attention through appropriate para-verbal and non-verbal communication.

### HANDS-ON WORK

Role-playing situations on the techniques learned and contextualised to your own professional environment.

Pitch workshop timed. Debriefing.

## THE PROGRAMME

last updated: 06/2024

### 1) Preparing your pitch with some storytelling

- Identify relational situations in which the pitch may be relevant (meeting, conference, lunch, etc.).
- Discover the main advantages of storytelling: creating meaning and emotion in order to generate attachment...
- Identify the key messages of a presentation: focus on the "less is more" principle.
- Construct the narrative outline associated with your presentation.
- Choose the different characters (heroes, stimulants, opponents) to be included in your pitch.

*Hands-on work : Brainstorming. Practical exercises for constructing a narrative outline; identifying the characters to be included in your presentation.*

### 2) Building your pitch to optimise its duration-efficiency ratio

- Understand the different challenges of timed communication.
- Acquire the main techniques of journalistic writing.
- Create a striking hook.
- Meticulous writing : turns of phrase, pronouns, timing, punchlines...
- Choose a conceit (i.e. an extended metaphor) that will enhance the pitch and underpin your message.
- Write your pitch.

*Hands-on work : Individual writing of a professional pitch and shared mirror reading (in pairs). Individual and collective debriefing.*

### 3) Repeating and presenting your pitch

- Use theatre-inspired oral storytelling techniques.
- Translate your written pitch into a living verbal expression.

### PARTICIPANTS

Anyone who wants their communication to make an impact.

### PREREQUISITES

Understanding the fundamentals of communication.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Harmonise your verbal, non-verbal and para-verbal communication when presenting your pitch.
  - Use the power of silent pauses to make your argument resonate.
  - Summarise the various key messages to help your audience remember them.
  - Give your presentation in its entirety.
- Hands-on work : Presentation of participants' pitches. Collective and constructive debriefing.  
Development of a personalised improvement plan.*

## DATES

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### REMOTE CLASS

2025 : 10 Feb, 23 May, 08 Sep,  
19 Nov