



PINEAPPLE

THA Leadership Fellows

Module 2: Pitching Your Ideas

Welcome!

I'm excited to hear more about your Capstone topics in today's workshop.

In Module 2, we'll focus on pitching your idea to a specific stakeholder audience.

Use this booklet to structure the content and flow of your pitch. Please answer the questions at the end before we meet again for Module 3.

Feel free to reach out to me any time with updates and questions.

Elizabeth Goins, PhD
elizabeth@pineapplestrategies.com

Analyze Your Audience

Who is the primary audience for my pitch?

organizational executives, community leaders, policy-makers, etc.

What do they expect from me? Be specific.

clarity, evidence, level of formality, timing, value proposition, etc.

What do they need from me? Be specific.

background info, insights, recommendations, etc.

What do they want from me? Be specific.

data, stories, testimonials, examples, visuals, conciseness, etc.

Analyze Your Purpose

What does my audience already **believe** about my topic?

What do I want them to **believe** after listening to me?

What **action(s)** do I want them to take after listening to me?

What is at **stake** for my audience if they do/do not take action?

Structure Your Pitch

What is your **big takeaway**?

What is your **call to action**?

What are your **main points**?

What is your **hook**?

Questions for Module 3

What gaps exist in current policies/initiatives related to my topic?

What recommendations am I making in my paper/presentation?

What additional data (quantitative + qualitative) will I need?

What kinds of images/visuals will I use for my slide deck?

notes

