



PINEAPPLE

Module 2: Pitching Your Ideas

with Elizabeth Goins, Ph.D.

CHAT 

Pineapple on pizza –
yes or no?



Our Journey

Module 1:
Generating Stakeholder Buy-In

Module 2:
Pitching Your Ideas

Module 3:
Creating & Delivering Presentations

Module 4:
Practicing Your Presentation



Ways to Engage

Ask questions any time.

Contribute to group discussions.

Take notes in your workbook.

Enjoy yourself



Questions for Module 2

1. What are the main points of my presentation?
2. What specific evidence will I use to support my points?
3. What is the one thing I want my audience to remember?
4. How will I adapt my presentation for different situations?

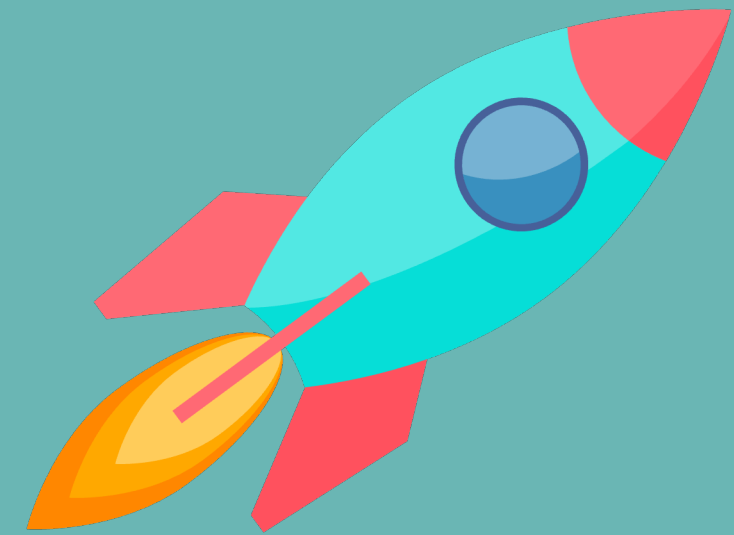
Generating Stakeholder Buy-In



Analyze
Your
Situation



Analyze
Your
Audience



Analyze
Your
Purpose

Analyze Your Situation



Format



Timing



Disruptions

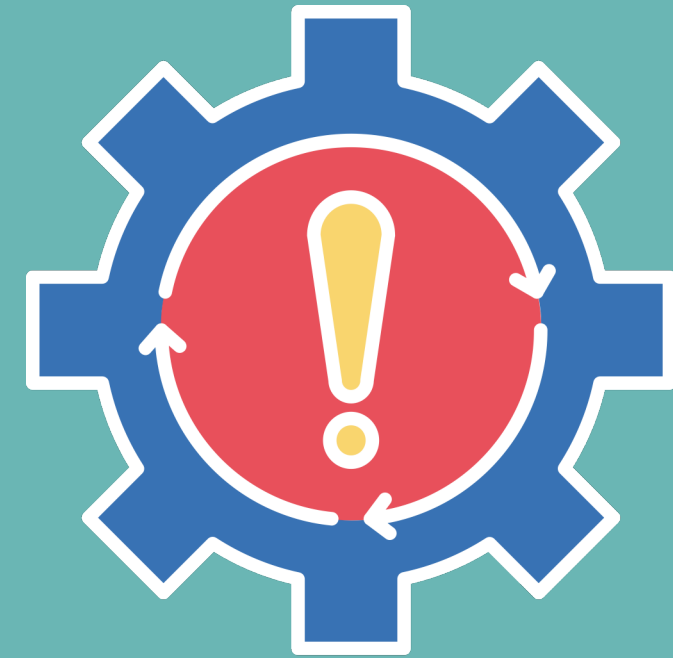
Analyze Your Situation



Face-to-Face
or Video



1 minute



Interruptions,
tech, etc.

Analyze Your Audience



Primary



Secondary

Analyze Your Audience

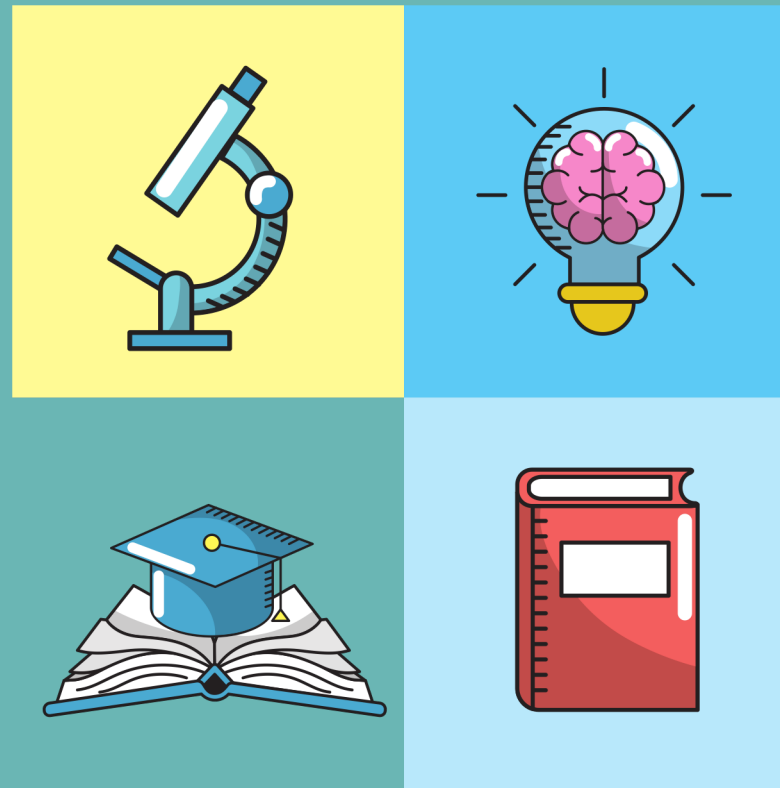


Organizational Executives, Community Leaders,
Local or State Government

Analyze Your Audience



What do they
expect?



What do they
need?



What do they
want?

Analyze Your Purpose

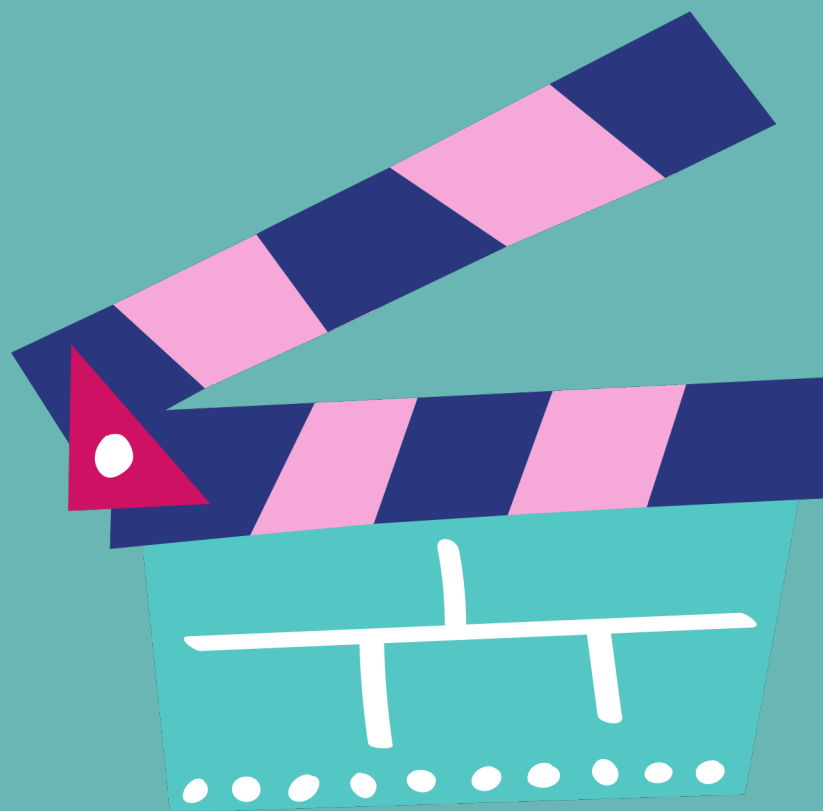


What does my audience
already believe?



What do I want them to
believe?

Analyze Your Purpose



What action(s) do I want
them to take?



What is at stake for them
if they do/don't act?

Breakout #1 (15 minutes)

1. On your own, review pages 2-3 of your workbook.
2. Discuss your responses with your group.
3. Compile your group's insights and questions to share with the rest of us after the breakout.



Structure Your Pitch

Hook

Big Takeaway

Main Point(s)

Big Takeaway

Call to Action



Big Takeaway

What's the one thing you want them to remember?

Consider your point of view and what's at stake (if/then).

Write it down as a complete sentence (a noun and verb).

Training & Retention

If we increase the training budget, our retention rates will increase.

Revenue

By adding another product, we can increase our yearly revenue.

Returns Decreasing

If this trend continues, we'll see our worst returns in 10 years.



Call to Action

What are you asking them to do?

When are you asking them to do it?

How will they do it?



Main Points

Rule of Threes

Cause/Effect

Problem/Solution



Hook

Shocking statistic

Interesting question

Audience participation

Brief anecdote



Structure Your Pitch

Hook

Big Takeaway

Main Point(s)

Big Takeaway

Call to Action

Breakout #2 (30 minutes)

1. On your own, review page 4 of your workbook.
2. Discuss your responses with your group.
3. Practice your pitch with each other.

Questions for Module 3

1. What gaps exist in current policies/initiatives related to my topic?
2. What recommendations am I making in my paper and presentation?
3. What additional data (qualitative and quantitative) will I need?
4. What kinds of images/visuals will I use for my slide deck?



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THANK YOU!

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