# PITCHING WORKSHOP, 8/11/2019

#### ENGLISH FOR OCCUPATIONAL PURPOSES

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By





#### A BIT ABOUT ME

- EDUCATIONAL BACKGROUND
- EXPERIENCE
- KULLIYYAH OF LANGUAGES AND MANAGMENT





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#### WHAT DOYOU HOPE TO GET MOST FROM THIS WORKSHOP?

### WHAT ABOUT YOU?

#### THE WORKSHOP OBJECTIVES:

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#### I. Pitch effectively



# 2. Create good interactions with audience



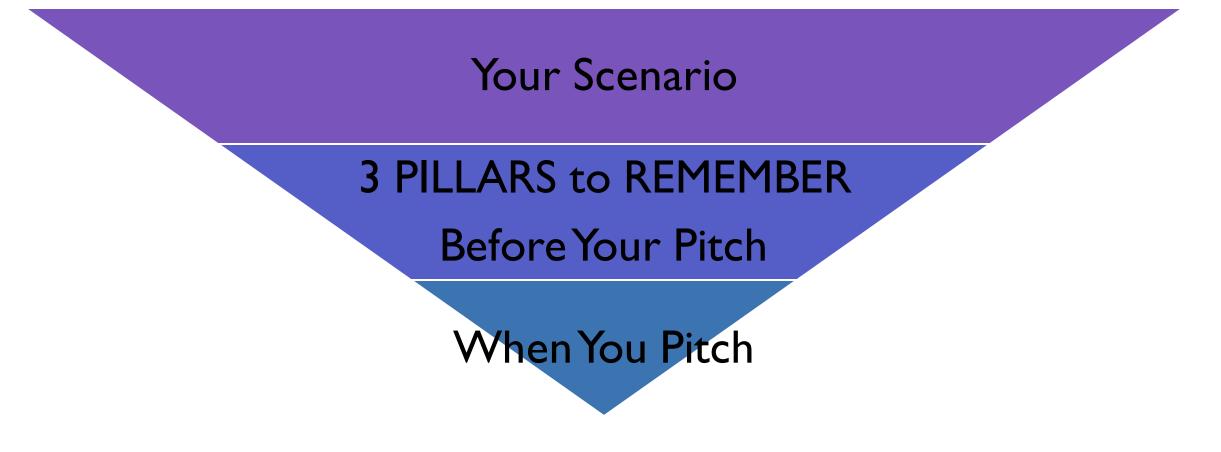


#### LET'S SEE HOW YOU PITCH!

#### IN YOUR WORKSHEET,

For 2 minutes, pitch on the french fries. ( your time starts now! )

# THE STRUCTURE OF THE WORKSHOP TODAY



# YOUR SCENARIO

# QUESTIONS FOR YOU:

## WHAT IS PITCHING?

# IN YOUR WORKSHEET, Write down answer.



# YOUR SCENARIO

# QUESTIONS FOR YOU:

## WHY DO YOU PITCH?

# IN YOUR WORKSHEET, Write down YOUR REASON

# YOUR SCENARIO

# QUESTIONS FOR YOU:

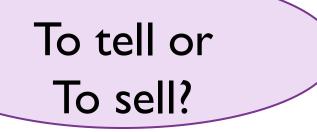
WHAT WOULD BE THE FIRST FEW THINGS YOU DO WHEN YOU ARE ASKED TO PITCH OR PRESENT IN A GROUP?

> IN YOUR WORKSHEET, Write down the first 3-4 steps you would take On mentimeter, type 1

# YOUR SCENARIO QUESTIONS FOR YOU:

WHAT IS THE MAIN ROLE OF LANGUAGE IN A SALES/IDEA OR BUSINESS PITCH?

# IN YOUR WORKSHEET, Write down what you think



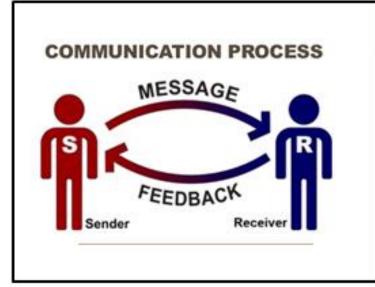
#### To Get What You Want

## Plan your Content?

#### TO CONNECT TO THE MINDS AND HEARTS OF THE AUDIENCE.

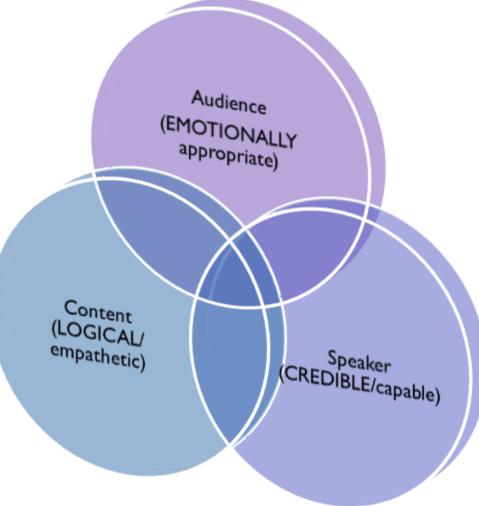
SO, GOT TO SAY THE RIGHT THING IN A RIGHT MANNER and REACH YOUR OBJECTIVE :CSR /TECH PROP

# HOW CAN YOU GET WHAT YOU WANT?



• YOU NEED TO REMEMBER

THE 3 BASIC PILLARS





# BE ... APPROPRIATE (as perceived by the audience)

#### MAKETHEAUDIENCE LIKEYOUAND BRIDGE THE GAP

- Who are they and why should they care to listen to you?
- What is the power status and social distance?
- Are you polite or insulting?
- What psychological theories would work best on them?
- Are you warm and engaging?

# HOW DO YOU FEEL?

Premarital Sex.mp4

Offering Gifts.mp4

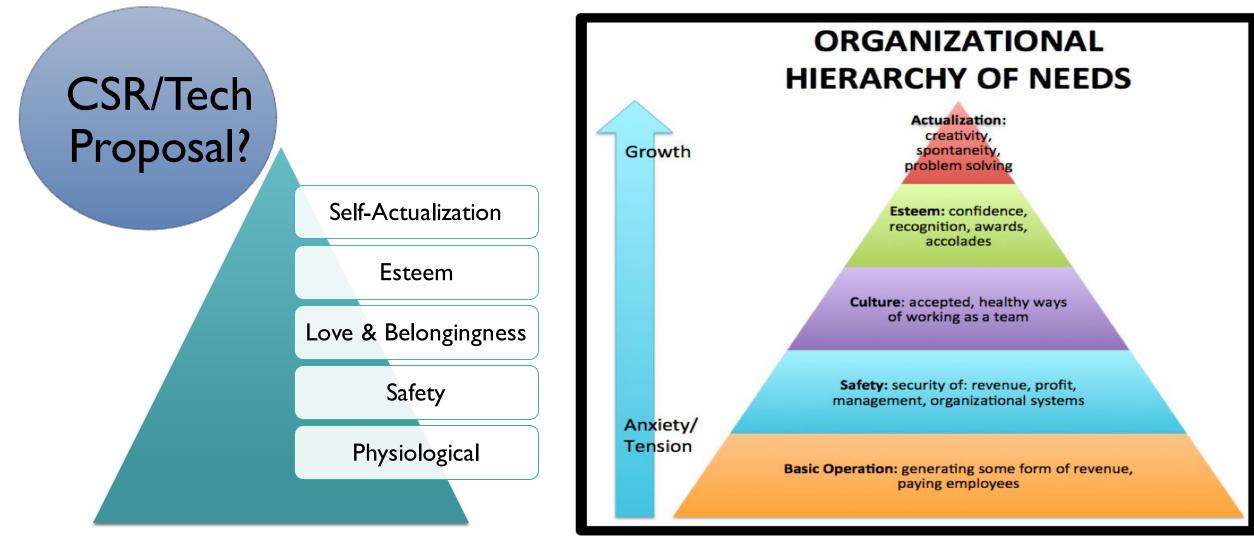
#### THINK ABOUT THE PEOPLE WHO ARE LISTENING TO YOU

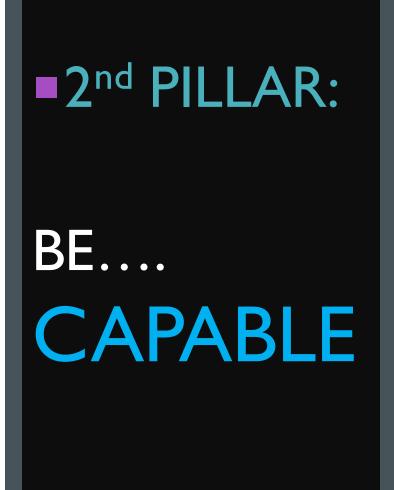


**QUESTION:** 

What can be some of the communication barriers that may cause them to dislike you?

#### WHAT WOULD INTEREST YOUR AUDIENCE? WHAT PROBLEMS CAN YOU SOLVE?







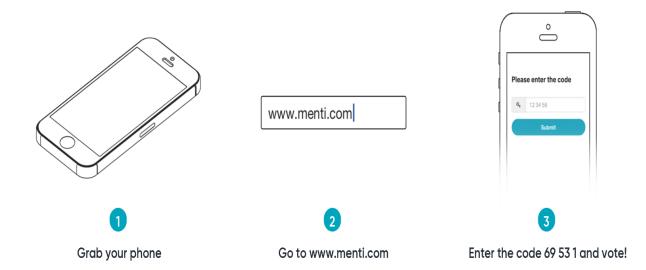
Shown in your personality, background and skills IN YOUR WORKSHEET,

### WRITE 3 GOOD QUALITIES OF YOURSELF



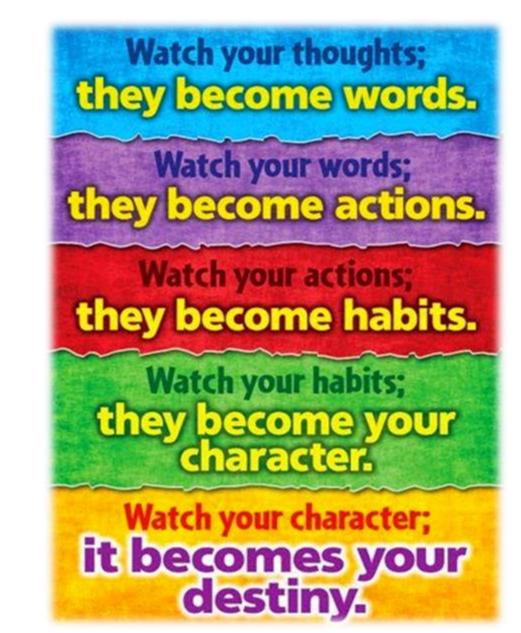
Look at the person sitting beside you.

Use your good qualities to pitch on a french fries related csr/technical proposal



#### A SPEAKER NEEDS TO BE ABLE TO UNDERSTAND HIS/HER OWN THOUGHTS





# WHO DOYOU LIKE MOST?

Pitching and Credibility.MOV Pitching and Credibility 2.mp4 AS THE SPEAKER, YOU SHOULD BE KNOWLEDGEABLE, EXPERIENCED, PROFICIENT



- Are you clear of your intentions?
- Are you speaking or reading?
- Have you critically thought and planned?
- Are you using the expected language?
  Jargon, register etc.?
- Can you explain your supporting ideas well?
- Can you handle questions or criticisms well?
- Are you showing that you can do or offer something important that others can't?
- What makes you unique?

# ■ 3<sup>rd</sup> PILLAR:

## BE....

# EMPATHETIC

(through your content)

#### CAN YOU CREATE NEEDS AND WANTS THROUGH YOUR CONTENT?



## Helpful or Useful?

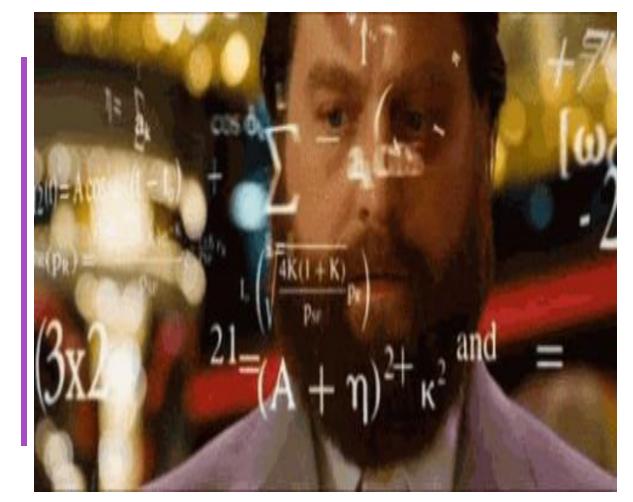
- Fresh, attractive?
- Presented with a plan that can be logically carried out?
- Sustainable and relevant?
- Valuable or Beneficial?
- Creative?

# NOW, LET'S PITCH



# PITCHING-THE MOMENT OF TRUTH

**THE CONTENT &** LANGUAGE THAT **REFLECT** ALL 3 PILLARS MUST BE MINDFULLY PLANNED



#### FOR GROUP PRESENTATIONS

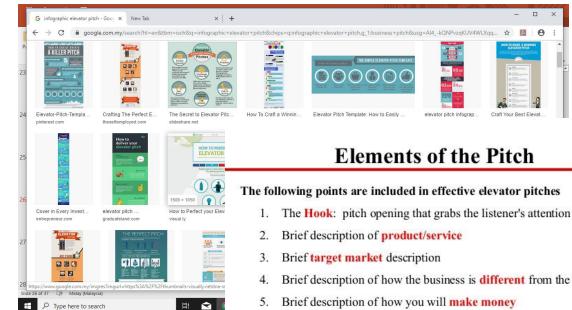


# DON'T STRETCH or DISSECT THE PRESENTATION!

Everyone needs to design their own points / subtopics / reasons

# **ORGANIZATION OF CONTENT**

#### **ELEVATOR PITCH**



- Brief description of how the business is different from the competition
- 5. Brief description of how you will make money
- Brief description of the resources you need from investors 6.
- Brief description of the returns/payback the investor can expect
- 8. Memorable tagline/pitch closing

#### MONROE'S MOTIVATED SEQUENCE

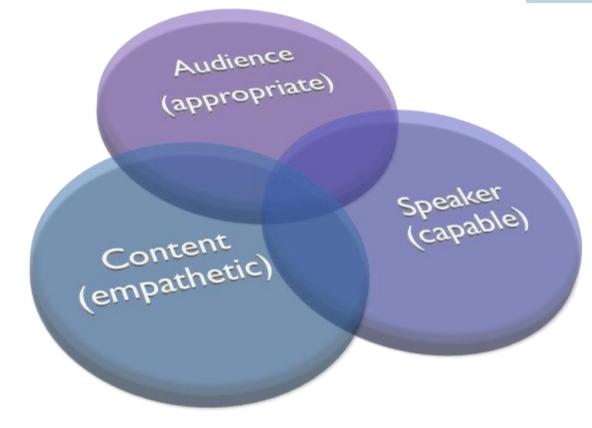
**MONROE'S** MOTIVATED SEQUENCE

#### **UNIVERSITY of DAYTON**

# WHEN YOU PITCH

#### **INTER-RELATED FACTORS**

### **NON-VERBAL LANGUAGE USED**

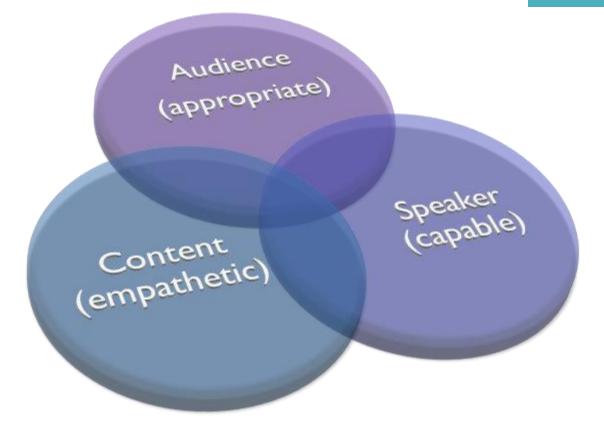


- Use warm and respectful tone
- Mean what you say
- Be enthusiastic, energetic
- Use artifacts
- Maximize the use of senses
- Show good body language
- Use good paralanguage
- Show slides with main ideas only

# WHEN YOU PITCH

#### **INTER-RELATED FACTORS**

#### **VERBAL LANGUAGE**



FREQUENTLY SEEN

You have to speak with

- COMPASSION
- COURTESY
- CONVICTION
- CLARITY

# DELIVER WITH

#### COMPASSION

- Use a lot of WE, US and OUR, OURS to attract your audience's attention to problems, caused of problems and the suggested solution
- Use words or phrases to engage the audience; together...you and I
- Use hedges and frequency adverbs to show mindfulness, consideration or thoughtfulness.

#### Perhaps, maybe , always....

 Use words or phrases to show own attitudes, feelings and beliefs.

## COURTESY

- Use Indirect speech: face saving act, buffer, hedging, euphemism
- > Remember your greetings, thank you, sorry, please
- Avoid emotional speeches
- Avoid cursing as a habit
- Master the art of listening and try to understand
- Avoid condescending statements and directive
- Careful in telling/giving your audience information that they may know already
- Check your body language
- > Use jargons and acronyms wisely
- > Avoid biased language
- Listen to yourself and ask, How do I sound?

Authoritarian? Condescending? Cold? Indifferent? Warm? Loving? Preachy? Humble? Friendly?

# DELIVER WITH

#### CONVICTION

- Use words or phrases to **boost** your ideas
- Use pronouns + verb to show your confidence
- Use phrases or verbs to refer to facts
- Use WILL or SHALL, modal verbs appropriately
- Ask rhetorical questions, tag questions when presenting issues for thought
- Use positive language to show 'why' and 'how when presenting an action plan.

Avoid 'NO'/ 'NOT'

### CLARITY

- The language you use must be appropriate to your listeners' educational level, age, interest, characteristics and learning style. (conventional language)
- Use plain and simple language that can be understood by most people.
- Use short sentences. Be precise and concise
- Watch your speed
- Don't slur or mumble
- Check you accent and intonation
- Plan and organize the size and suitability of content with the objective and the audience in mind.
- Consider supporting your points with hands on experience /suitable aid
- Ask questions to check audience's understanding
- Use appropriate tenses and transitions

# A GROUP PRESENTATION

If we have the time.....

## A GROUP PRESENTATION 16.20



Go back to your 2 min pitch.Would you pitch in the same way, now?

### DO LIST DOWN WHAT YOU LEARN FROM THIS WORKSHOP

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#### I. Pitch effectively



# 2. Create good interactions with audience

# THANK YOU QUESTION & ANSWER