

Mastering the Art of Pitching: The Pitch Anything Framework

Present Ideas with Confidence

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Influence Decisions, Inspire Action
A Step-by-Step Journey

Why a Pitch Matters

- A pitch influences decisions and inspires action.
- Success = Understanding + Framing + Delivering.
- Your idea must captivate, engage, and persuade.

The Journey Ahead

- Steps to Master the Pitch Anything Framework:
- Define Your Frame.
- Build the STRONG Structure.
- Simplify for the Crocodile Brain.
- Align Status.
- Create Urgency.
- Structure Your Pitch.

Step 1 – Define Your Frame

- Set the context and establish why your idea matters.
- Task 1.1: Define the Problem (What challenge are you solving?)
- Task 1.2: Position Yourself as the Prize (Why is your idea unique?)

Frame Example

- Problem: 'Team productivity is declining due to outdated tools.'
- Prize: 'Our solution boosts productivity by 20% with minimal investment.'

Step 2 – Build the STRONG Structure

- S: Set the Frame (Purpose + Problem).
- T: Tell the Story (Engage with a narrative).
- R: Reveal the Intrigue (Add a unique insight).
- O: Offer the Prize (Highlight the benefits).
- N: Nail the Hookpoint (Memorable takeaway).
- G: Get a Decision (Clear ask + Next steps).

Example – STRONG Structure

- Set the Frame: 'Our team struggles with delayed projects.'
- Tell the Story: 'I saw a similar tool save a team 30% time.'
- Reveal the Intrigue: 'This tool integrates with any workflow in minutes.'
- Offer the Prize: 'Saves each member 3 hours weekly.'
- Nail the Hookpoint: 'It's a game-changer for team efficiency.'

Step 3 – Simplify for the Crocodile Brain

- Simplify your message for emotional and instinctive processing.
- Task 3.1: Simplify Your Message (Clear analogy or comparison).
- Task 3.2: Trigger Positive Emotions (Excitement, relief, curiosity).

Example – Simplify

- Message: 'This solution is like a virtual assistant for your team.'
- Emotion: 'It reduces stress and lets you focus on what matters.'

Step 4 – Align Status

- Confidence builds credibility.
- Show authority by speaking as an equal or leader.
- Create scarcity to increase perceived value.

Example – Align Status

- Speak Confidently: 'This approach works. I've seen the results.'
- Create Scarcity: 'Grant funding expires in three months.'

Step 5 – Create Urgency

- People act when time is limited.
- Define deadlines to compel decision-making.
- Example: 'Approval is needed by the end of the month to secure funding.'

Step 6 – Structure Your Pitch

- Organize your pitch into three sections:
 - The Setup: Frame the problem and introduce your solution.
 - The Story: Share a narrative to showcase impact.
 - The Close: End with a clear ask and call to action.

Example – Pitch Structure

- The Setup: 'Our team productivity is declining.'
- The Story: 'I observed a tool save a similar team 30% time.'
- The Close: 'Let's start a pilot program to test its effectiveness.'

Final Tips for Pitch Success

- Practice: Rehearse multiple times to refine delivery.
- Seek Feedback: Test your pitch with colleagues or mentors.
- Adapt and Improve: Be open to iteration and input.

Your Turn

- Use this framework to craft your next pitch.
- Reflect on each step and complete the workbook.
- Remember: A great pitch is a journey, not just a presentation.