

Pitching to attract attention - ENG

1 jours - 7,00 heures

Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Gauging your ability to mobilise your audience
- Grabbing their attention immediately with an issue that concerns them
- Focusing on the essentials, simplifying the message
- Using your presentation to bring value to the audience by enabling them to solve their problems
- Applying pitch models Practising pitching in different professional situations

Compétences visées

- Keeping it short, focus on the essentials
- Attracting curiosity immediately
- Sparking the desire to find out more
- Engaging my audience to get them on board with my idea, my project, my product
- Making my audience active, encourage collaboration

Description / Contenu

Description / Content

Stage 1: What grabs attention

- How can you lose your audience quickly?
- Why do some speeches attract attention and others not?
- What are their key features?

Digital questions, collaborative workshops, Metaplan

Stage 2: Focusing on the essentials

- What is an essential message?
- How to summarise and narrow down?
- What is a tagline?

Application exercise: question pitch, one-word pitch, one-sentence pitch

Stage 3: Crafting your pitch

- What is a pitch?
- How to arouse curiosity immediately : hook techniques
- Why illustrate and tell a story to capture attention?

Pitch models to apply

Application exercises: building a pitch in teams

Stage 4: Practising your pitch

- A good pitch can be repeated
- A good pitch can be reused and improved

A summary exercise based on a professional speech

Modalités pédagogiques

Educational format

On site : one day

Remote : 2 x 3,5 hours workshops via Teams, GoogleMeet...

Individual coachings if needed





Moyens et supports pédagogiques

Educational resources and supports

Slide show PPT
Pedagogical video
Pedagogical Support
Digital Tools (Mentimeter, Jamboard ...)

Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Exchange with trainer about expectations of the trainees
- Evaluation of the trainees by the facilitator
- Evaluation survey sent to the trainees at the end of the training

Nous sommes à votre écoute au 01 47 66 25 20

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