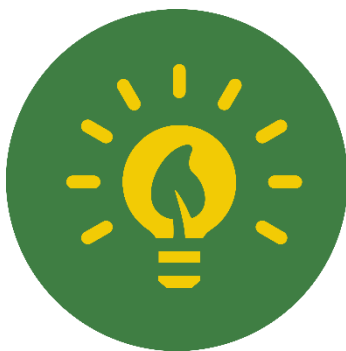


# We4Change: Girls and Women Connecting for Environmental Change

We4Change Changemakers Event Curriculum

**“Get ready to pitch your project” Workshop**



Authors:  
Empow'Her, France  
2022



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.  
To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/>



Disclaimer: This analysis is published as part of the project “Girls and Women Connecting for Environmental Change” funded under the Erasmus Plus programme of the European Union. The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## Contents:

What is the aim of this workshop? .....	4
What do you need to prepare to get ready for this workshop? .....	4
How is the session designed? .....	5
Content of the session .....	6
Resources.....	12

Dear trainers,

We're happy to introduce you to the **"Get ready to pitch your project"** workshop!

### **What is the aim of this workshop?**

On day 2, all project groups will have to present their project in front of a "jury" composed of professionals.

The goal of this Jury presentation will be for the participants to get familiar with the fact of pitching a project in a safe environment, receive constructive feedback and feel empowered enough to follow this track, even after the event.

Therefore, the goals of this workshop are:

1. To give them more visibility on the jury presentation and take the pressure off
2. To introduce them to the notion of pitch
3. To provide them with tools to be able to pitch their project and get ready for the jury presentation
4. To give them a moment to prepare it on their own and practice in small groups

As this exercise can be intimidating, especially in this context where attendees will just meet the day before, it will be essential to create a safe space for this session and remind some golden rules:

- No judgement: some might feel more at ease than others, but they should all support each other and only provide constructive feedback
- Be kind: they should give a special attention to the way they communicate with each other, especially as they give each other feedback.
- Actively listen: they should listen to one another, the way they've been listened to.

### **What do you need to prepare to get ready for this workshop?**

- **Material:** We prepared a Tool worksheet that you should print prior to the workshop and pass out to the attendees. They will be able to directly fill it in as you will present the tools.

- **Get familiar with the notion of pitch:**  
[Introduction to pitching - PITCHING YOUR INNOVATION | Coursera](#)
- **Get inspired by empowering pitch:**  
[Startup Pitches: The 20 best of all time - Twine Blog](#)
- **Get familiar with storytelling:**  
[Story telling setups: how to introduce stories in speeches \(write-out-loud.com\)](#)  
[Video course 'Introduction to Storytelling' | izi.TRAVEL Help](#)
- **Get familiar with Simon Sinek's Golden Circle:**  
[Golden Circle model: Sinek's theory value proposition : start with why \(smartinsights.com\)](#)  
[The Golden Circle Presentation | Simon Sinek](#)

## How is the session designed?

This session is designed to last 2h05 and be as interactive as possible.

A short introduction will allow you to remind the golden rules and give more details on the Jury presentation: How will it go? Who will compose the jury? For how long will they have to speak? Etc. All these elements will vary according to the number of groups project that you will have (for instance, there will be 5 minutes presentations and 5 minutes of feedback for 5 groups of 3- or 10-minutes presentation and 10 minutes of feedback of 3 groups of 5).

Then, you will be able to quickly introduce the notion of “pitch” before diving into various tools, to help them build their pitch and organise the way they will deliver it. Each tool presented will be followed by an individual exercise, during which the participants will have to apply it to their project.

At the end of the session, they will be gathered in groups of 3 and get to present their small pitch elaborated through the exercises to their peers, who will be able to provide feedback.

Even though projects and jury presentation will be done in groups, we focus on individual work for this session to:

- Allow each of them to really understand the process to create a pitch
- Give them some time to individually assimilate the project, make it their own and have a better view on how they would like to present it. It will be interesting for them to share their point of view, once back in group project during the session of the afternoon with mentors.

## Content of the session:

### **INTRODUCTION: Slide 1 – 5 (15 minutes)**

#### **Slide 1-2: Presentation of Jury presentation occurring at the end of the day**

First, let's give them more elements regarding the jury presentation which will take place later in the day:

- It will be the closing session of the event and will last 1 hour
- You should precise the number of people in the jury and explain who they are
- You should precise the timing according to the number of groups during the event: 5 minutes presentation and 5 minutes of feedback for 5 groups of 3- or 10-minutes presentation and 10 minutes of feedback of 3 groups of 5
- The objective of the jury presentation will be for the participants to present the project they've been working on the past 2 days and receive feedback from a panel of professionals: there should be no pressure for this exercise, the goal is to have fun and enjoy above all!

Explain that this workshop will help them get ready for tonight's presentation but also to present their project and any project in the future. They will learn how to pitch!

#### **Slide 3: Reminder of the Golden rules**

As this exercise can be intimidating, especially in this context where attendees will just meet the day before, it will be essential to create a safe space for this session and remind some golden rules:

- No judgement: some might feel more at ease than others, but they should all support each other and only provide constructive feedback
- Be kind: they should give a special attention to the way they communicate with each other, especially as they give each other feedback.
- Actively listen: they should listen to one another, the way they've been listened to.

#### **Slide 4: Let's dive into the subject! What does "Pitching a project" mean to them?**

Invite them to share their thoughts: Have they already heard about the notion of pitch? What does it mean to them? How do they feel about this exercise? Does it seem easy or complicated?

## Slide 5: Definition of the notion of pitch

As a transition to their previous answers, define the notion of pitch: To pitch your project is to present it in a short and impactful way, in order to convince an audience.

It can seem pretty basic but it's a much more complicated exercise than what it seems!

Indeed, one might think they just have to present the project they imagined, the one they know by heart, of course they are going to be able to present it. But it is exactly because you know it by heart, down to the smallest detail that it can be tricky: it is easy to lose track and clarity as you will want to share too many details in a short amount of time.

This is why, most entrepreneurs and leaders have a pitch prepared, that they practice and improve throughout the time.

There are 3 key elements related to this exercise:

- **Timing:** most of the time, if you have to pitch a project, it is usually within a context where you have a determined timing: It can be 1 minute if it's during a networking event for instance (also called « elevator pitch », you need to be able to pitch your project to someone during an elevator trip). It can be 3-5 minutes or 10 minutes in other contexts. It is always important to keep the timing according to the context to maintain your audience's attention up.
- **The audience:** You can be called upon to pitch your project to different kinds of audiences: investors, mentors, customers, potential partners or employees. It is always important to keep in mind, whom you are pitching your project to: do they know about your sector? Your market? The issue you're trying to solve? That way, you can adapt your pitch, make sure you're not too technical or the other way around.
- In any case, it is essential to **remain simple and as clear as possible** while pitching your project. Your goal is for your audience to understand and remember your project through a short period of time.

## Slide 6-7: The 4 steps to help you prepare your pitch (5 minutes)

Today, we will dive into 4 steps to help them prepare their pitch:

1- Clarify your idea (tool presented: 5w2h questions)

2- Organise your thoughts (tools presented: Pitch sentence and canva)

3- Write your story (tools presented: introduction to storytelling and Simon Sinek's golden circle)

4- Practice your pitch (tools presented body language and voice)

These tools will be covered in a short timing today. The goal of this session is not for the attendees to master them but just discover them and practice a little bit. Let's take the pressure off !

### **Slide 8: Step 1, clarify your idea thanks to the 5W2H questions (5 minutes)**

The 5W2H is a good tool to help the attendees deepen their thoughts, identify the next steps and a vision to share with the jury. This exercise might also boost them to keep on working on the project together after the events, as they will already have identified the next steps.

### **Slide 9: Practice 5W2H (10 minutes)**

The participants can use the Tool worksheet provided for this workshop to fill in the 5W2H questions.

The objective is for them to try to answer these 7 questions and imagine all the aspects of their project. It will also be interesting for them to share the result of this thinking with the rest of their groups during the afternoon's project work. They will be able to compare the way they each see the project and collectively decide which way to go.

You can check out on them and see if they need help in answering these questions.

### **Slide 10: Step 2, organise your thoughts with the pitch sentence (5 minutes)**

Once they got much more into details on their project and have a better view of all its component thanks to the previous exercise, the idea is now to be able to deliver the right message and to do so, identify and organise the key elements to best present the project.

This sentence is an efficient way to do so. It is what is being used to prepare the « elevator pitch », a 1-minute pitch to present your project in one sentence.

- Our: what is your offer, what is your product or service?
- Help(s): who are your customers? Beneficiaries? Target?
- Who want to: what is your mission? What job will your offer do? Which need will your offer satisfy?



- By: how will your offer satisfy the need? How will it reduce the pain of your customer /beneficiary?
- And: how will your offer satisfy the need? How will it improve the gain of your customer/beneficiary?
- (unlike: what will differentiate your offer from the competition's)

### **Slide 11: Step 2, organise your thoughts with the pitch CANVA (5 minutes)**

To go more into details and help them structure their pitch, they can use this CANVA and start filling in these 8 boxes:

- 1 – start by introducing themselves
- 2 – present the issue they tackle through their project
- 3 – present their target, who are their customers/beneficiaries
- 4 – What is the solution they propose to solve this problem
- 5 – will makes their solution different from the other actors on the market?
- 6 – What is the impact they will generate through their project
- 7 – Why are they here? What do they need from their audience?
- 8 – How to help them? Support the project? Keep on following it?

### **Slide 12: Step 2, practice the pitch sentence and CANVA (15 minutes)**

Give them the time to individually fill in the sentence and the CANVA on the tool worksheet.

It is a tricky step: as they will only have been working on their project since the day before, and for the 1st time individually, it can be complicated for them to do this exercise.

Don't hesitate to take the pressure off and encourage them to do this exercise through their own view of the project developed in group. It is ok if they don't manage to fill everything in by the end of the 15 minutes! The objective of this exercise is to help them organise their ideas and thoughts generated during the 1st exercise (5w2h questions).

You can encourage them at the end of 7 minutes to start the canva is they didn't so far, reminding them that there is no pressure in doing it all in 15 minutes. In reality, this kind of work take hours, days, months for entrepreneurs!

You can check out on them and see if they need help in filling in the sentence and CANVA.

### **Slide 13: Step 3, write your story thanks to storytelling (5 minutes)**

Sometimes it is difficult to capture the attention of your audience because the subject is too technical, or the speaker does not feel concerned. It is therefore recommended that you present your project as if you were telling a story, by including anecdotes, examples and personal accounts, it's called "story telling":

You can tell a story to introduce your project. It can refer to your personal journey and what led you to choose this project. Or you can introduce your solution by telling the story of a potential beneficiary. The idea is to get your audience on board and allow them to identify with what you are sharing.

### **Slide 14: Step 3, write your story by highlighting your "why" (5 minutes)**

Prior to the session, make sure you watch this video:

<https://www.youtube.com/watch?app=desktop&v=HtpgsqhxURk&t=34s>

To help them understand how to imagine the story behind their project, the golden circle is a good tool. It comes back to the real mission of any organisation, beyond the offer.

Most people present their project starting with the what: what do they offer? What are the features of their products and services? According to Simon Sinek, company that are universally identified as unique and successful always communicate by starting with the « why », and then move on to the « how » and finally, the « what ».

He explains that by the fact that talking about the « what » refers to the rational and analytical part of the brain whereas when we talk about the « why » and « how », we deal with feelings and emotions.

You can then recap the 3 steps of the golden circle:

What ? How ? Why ?

To write their story, they can try to go back to the « why » of their project. And maybe imagine a story around this « why », the journey of a potential beneficiary/customer.

Resources : [The Secret to Successful Storytelling Lies in the Golden Circle \(clickz.com\)](#)

### **Slide 15: Step 3, practice your storytelling (10 minutes)**

Give them 10 minutes to imagine the story they could use to introduce their pitch, create empathy with the audience and highlight their why.

Once again, this exercise is quite complicated and there is no pressure to find a good story in 10 minutes. This moment is simply the opportunity for them to start thinking about it: what is their why and how could they deliver it through a story?

They can use this story, either in the 1<sup>st</sup> box of the CANVA (if their story is related to their personal experience) or in the 2<sup>nd</sup> or 3<sup>rd</sup> box of the CANVA (if the story is related to the customer/beneficiary's journey).

Their HOW and WHAT will appear in the 4<sup>th</sup> and 5<sup>th</sup> boxes of the CANVA.

You can check out on them and see if they need help in finding a story.

#### **Slide 16: Step 4, use your body language to deliver your message (5 minutes)**

Finally, we arrive at the time of presenting. At this point, the body can be their best ally! You can go through these various elements and encourage them to observe those during the practice time, right after:

- Hands: they can check out the way they use them and keep it in mind while watching their peers practicing, to provide feedback (they should try not to hide them or cross arms, and if they can, see how much they move them/speak with them.)
- Voice: you can remind them to take their time, don't forget to breathe, speak slowly, it's ok to make pauses and not to speak for a few seconds.
- Feet: They can give attention to the way they move/walk while presenting. We can encourage them to keep their feet grounded on the floor.
- You can advise them to imagine they have an antenna through their body, to help them stand up straight

Once again, they shouldn't let this body language take all their mind while pitching, it can take years to get rid of some gesture and speaking habits. The idea of this exercise is just to observe it.

#### **Slide 17: Step 4, practice your pitch! (30 minutes)**

In groups of 3, each participant will pitch her project for 3-5 minutes (according to what they managed to write during the workshop) and will

benefit from 5 minutes of feedback from the 2 others. Once again, it's done with kindness and openness.

You go from group to group, listen to the pitch and provide feedback as well.

### **Slide 18: Some last tips for tonight's presentation (5 minutes)**

Here are some last tips you can give to the participants :

- ✓ Make sure you respect your timing
- ✓ You want to use a PowerPoint Presentation? It's not mandatory but if you want to do so, make it visual and the least text possible
- ✓ Even though a pitch is usually delivered by 1 or 2 person(s), you will be in group tonight: make sure everyone is included and is aligned with the project
- ✓ You feel better with notes? We encourage you to try without them but if you don't feel comfortable to do so, at least try to read the least possible
- ✓ Most important of all: HAVE FUN !

### **Resources:**

#### **About We4Change:**

- [DLI and Partners Launch WE4Change Project – Digital Leadership Institute \(dlii.org\)](https://www.dlii.org/)
- We4Change educational resources:  
<http://we4change.eu/educational-resources/>

#### **About Simon Sinek's Golden Circle:**

- Video to the golden circle introduction:  
<https://www.youtube.com/watch?app=desktop&v=HtpgsqhURk&t=34s>
- [The Secret to Successful Storytelling Lies in the Golden Circle \(clickz.com\)](http://clickz.com)

**Tool worksheet available to download with the rest of the curriculum.**