



Pitching an idea at work?

Use the Pitch Your Idea Canvas to create a pitch your audience will love

Pitch Your Idea Canvas What's the idea?

1. Know Your Audience	2. Write Your Pitch	3. Add Power
Who are they?	Situation: what's the problem?	Use these ingredients to make your pitch stronger Data Examples Stories Analogies Quotes
What do you want them to know, feel and do?	Solution: what's the suggested solution?	
Why should they care?	Success: what are the expected results?	
What are their questions and concerns?	So what: what do you want from the audience?	

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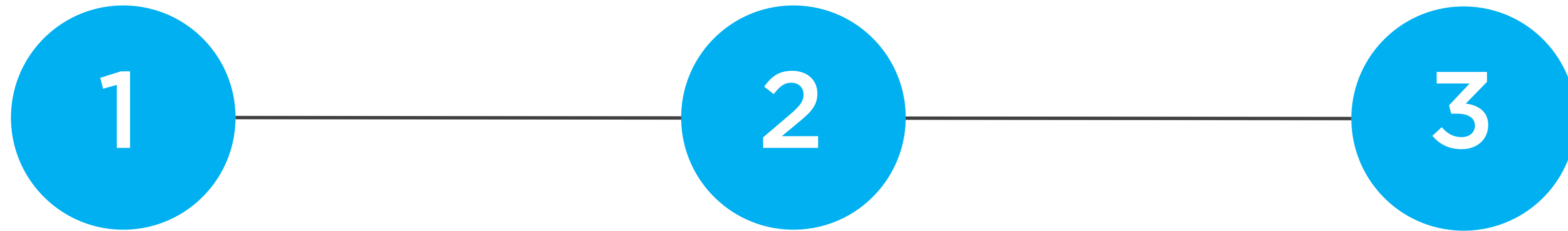


You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

Lee Iacocca

**Your great idea deserves
a great pitch.**

The canvas has three steps



Know Your Audience

Get clear on your audience and why they should care.

Write Your Pitch

Use the 4-step structure to create your pitch.

Add Power

Use the five ingredients to make your pitch stronger.

Pitch Your Idea Canvas

What's the idea?

1. Know Your Audience

Who are they?

What do you want them to know, feel and do?

Why should they care?

What are their questions and concerns?

2. Write Your Pitch

Situation: what's the problem?

Solution: what's the suggested solution?

Success: what are the expected results?

So what: what do you want from the audience?

3. Add Power

Use these ingredients to make your pitch stronger



Data



Examples



Stories



Analogies



Quotes

Pitch Your Idea Canvas

What's the idea?

Simple pitch canvas for busy managers

1. Know Your Audience

Who are they?

- Busy managers who
- Want results
 - Want simple tools
 - Want boss approval

What do you want them to know, feel and do?

- Know how the canvas works
- Feel confident to use it
- Use it at work

Why should they care?

- They can pitch with confidence
- Make a difference
- Make boss happy
- Be recognized

What are their questions and concerns?

- Another tool?
- Does it work?
- Can I do it?

2. Write Your Pitch *[Story about Joe]*

Situation: what's the problem?

Busy managers want to make things better. They have ideas, but how to make the boss listen? How to create a great pitch that gets a YES?

[Data: 50% don't know]

Solution: what's the suggested solution?

Use the simple pitch canvas. Three steps that will help the managers think like their boss and create a simple and powerful pitch.

[Example: Demonstrate the canvas]

Success: what are the expected results?

More confident managers.
The quantity and quality of good ideas will go up.
Better results = happier boss.

[Example: Pitching at Google improved 25%]

So what: what do you want from the audience?

Agreement to test the pitch canvas in engineering.
Will share results in 4 weeks.

[Quote: GM Engineering, "I believe the canvas would help all of us find the best ideas."]

3. Add Power

Use these ingredients to make your pitch stronger



Data



Examples



Stories



Analogies



Quotes



The only difference between the failure of a great idea and the success of a mediocre idea was the way in which the idea was communicated.

Nancy Duarte