

Key messaging and pitching for impact

One step on the pathway to influence decision makers

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Objectives

- Help you communicate more effectively
- Especially with busy people like donors and decision makers
- Practice crafting your message and delivering it well



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Global
Soil Week 2015

What is a 'pitch' and why do you need one?

- Short pre-prepared speech
- Informs, persuades and asks for something

What does it do for you?

- Gets your key message across
- Gets your foot in the door
- Gets across exactly what you want
- Makes your audience care



So what?

Put yourself in your audience's shoes and ask the question



WHY SHOULD THEY CARE?

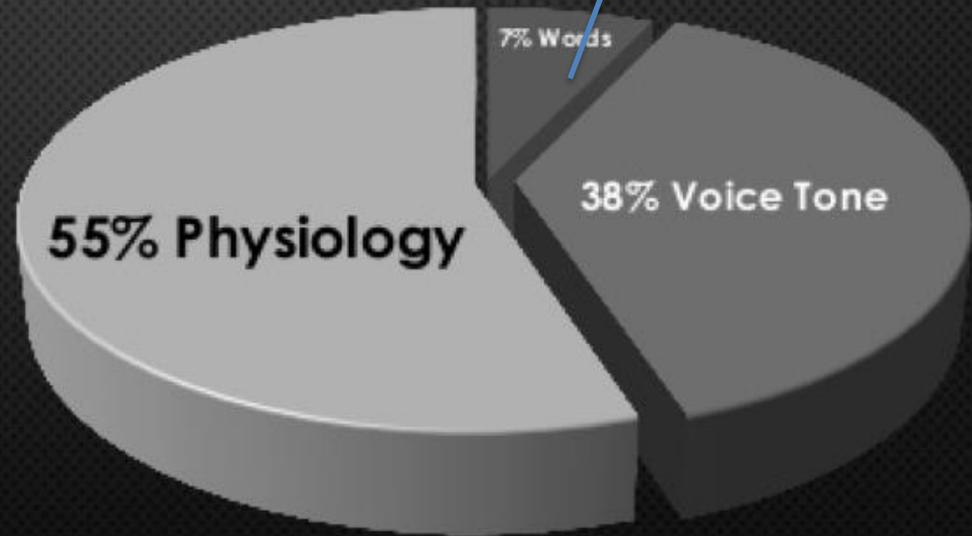
Principles

- **Know your audience** - different audiences need different information
- Spell out **why they should care**
- Give it a human angle (with **stories**) and bigger societal picture
- Be clear and crisp with your facts (no jargon)
- Present your proposal as **doable**
- State the **Action** you want them to take – your 'ASK'
- PRACTICE, PRACTICE, PRACTICE

Soft skills

7% - VERBAL

93% - NON-VERBAL



7% Words

7% Words

55% Physiology

38% Voice Tone



Three parts of a pitch

1. Open
2. Middle
3. Close



PRACTICE

PRACTICE
MAKES
PERFECT



Instructions to develop key message and pitches

- Identify your topic
- Identify your audience and their info. needs
- Identify your 1 key take away message
 - Who is doing what and why?
 - Use numbers sparingly
 - Soundbite: concise and interesting
- Generate your pitch
 - Clarify your Ask
 - Develop an Opening, Middle, Closing

Thank you!



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