

# Pitching for Investment

Calling all Entrepreneurs & Intrapreneurs

Do Tank

August 27th, 2020



## Story + Telling



"Storytelling" helps you refine your strategic plan and fortify your team culture. It accelerates your work and helps you reach your goals.

[View the webinar recording here](#)

This is about foundational skills that are required to influence people & affect change in some way.

Head



Scientific Logic

Heart



Connecting with human emotion

Eyes



Visual Triggers



**Start With the End in Mind.** Be energized by the outcome you are trying to achieve. Connect with the purpose behind the why.



**Build Story Telling Capabilities.** Focus on building trust & relationship; being empathetic & strong with your opinion; and simplifying complexity.



**The Story.** Connect your stories emotionally that moves people. You really can't go wrong by taking a deep dive into understanding the person in your story.



**Build Content that is Engaging.** Data & facts play well to the head. Use visual triggers & movement for rapid consumption. Photography allows you to take the audience on an emotional journey.



**Structure Your Time.** Storyboard the design of your pitch to outline the streams, flows, & visual triggers. Protect the gold dust moment of Q&A, however, spend most of your time on the problem & solution



**Test Your Story.** Invite personas from your target audience to listen to your pitch. Gather feedback & learnings to make changes that strengthen your story.



**Practice Practice Practice.** This can be difficult, especially when jumping between personas. Bring your energy to make it attractive & more memorable.

**FUNDAMENTALLY, 4-things to stick to:**



[Download Pitch Readiness checklist](#)



**do tank**

Business design, redesigned.

**"Be ruthlessly focused on what you want them to think, say & do."**

**We build compelling stories that create immense value and positive change - we want to share ideas with you!**

[dotankdo.com](http://dotankdo.com) | +1 (312) 600-9346 | [chat@dotankdo.com](mailto:chat@dotankdo.com)