

Pitching for Investment

Calling all Entrepreneurs & Intrapreneurs

Do Tank

August 27th, 2020



[View the webinar recording here](#)



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

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!

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