

How to make a perfect pitch



15-18

1 h
30 m

LEARNING OBJECTIVES

- Learn how to create a perfect pitch

MATERIALS NEEDED

- A screen or projector to show videos or visual material (PowerPoint, slides, etc.)
- A laptop or smartphone to research data and create visual material
- Lists, websites, instructions and videos providing tips and/or examples of what a perfect pitch should be and include. Examples:

[“What makes a great pitch” by Michael Quinn on Harvard Business Review](#)

[“How To Write a Pitch in 5 Steps \(With Example and Tips\)” by Indeed](#)

[“How to Make the Perfect Sales Pitch: Step-by-Step Guide” by MasterClass](#)

[“How to Create the Perfect Pitch” by ffeyedk \(YouTube video\)](#)

[“How to create a clear, concise 30 second pitch for your business” by itscarleneamelia \(TikTok video\)](#)

[“How to Make a Pitch Deck for your Startup“ by PACE Business \(Facebook video\)](#)

LEARNING SCENARIO AND ACTIVITIES PROPOSED

1) Introduction (10 minutes):

Organise a brainstorming session where pupils express what they look for in a good pitch: types of arguments, elements, supporting material, data or behaviour. For pupils who may need to be made aware of business-specific strategies, compare sales pitches to advertisements and social media sponsors.

2) First draft (50 minutes):

Ask the pupils to create the first pitch draft in a given situation, such as selling a specific product, requesting a business agreement or gathering donations or support for a project. Assign topics and conditions or have the students choose and write down what their pitch would contain and look like. Have them work preferably in groups and allow them to research and share ideas but keep the topics and situations different for each pitch, then have them briefly present their pitch to their classmates.

3) Theory (30 minutes):

Have students list various elements that a good pitch should contain based on what they thought of while writing their drafts. Add tips and advice from various sources and social media content (see “Materials needed” for examples) to give them a clear checklist of what to include and avoid in their pitch. Additionally, explain different arguments and various techniques to develop them, defend an opinion and convince an audience.

EXPECTED DIFFICULTIES AND PROPOSED SOLUTIONS

- Some pupils may struggle with oral presentations or may not know how to properly interact with an audience or with supporting material. Provide reassurance, guidance and a positive and non-judgmental environment, and allow them to ask questions and help each other. Give them time to practise and teach them how to create effective notes and memory aid cards that they may use to learn and deliver their presentation with less stress or pressure. Give them tips on using visual aids and elements around them, such as a whiteboard, poster, documents or the disposition of the room and how to manage eye contact and body movements.
- Working in groups may result in a lack of equality in the effort or engagement provided by each pupil. Assign a role to each group member, put students with fewer skills and students with better skills together to maintain balance, and ensure that each participant will have an equal part in the conception, preparation and presentation of the pitch, along with a voice during each activity.

ASSESSMENT

- **Peer-reviewed presentation:** Have students present their updated pitch to their classmates, preferably in groups, and ask the class, as spectators, to evaluate whether their peers' pitch fits all the characteristics from the previously defined checklist of criteria and to express how convincing and effective their pitch is. Organise a brainstorming or feedback session for pupils to share and gather advice on how to improve each other's pitch and create together an evaluation form to grade their final pitch.

ADDITIONAL INFORMATION

- Many other websites provide advice and tips on how to create a good pitch. Here are a few additional examples:

["10 Steps to Perfect Your Startup Pitch" by Stanford Business](#)

["How To Effectively Pitch Your Ideas In 6 Easy Steps" by Science Of People](#)

["How to Make a Successful Business Pitch: 9 Tips From Experts" by Piktochart](#)

["The Top Do's And Don'ts When Creating A Sales Pitch" by ApplInstitute](#)

BIBLIOGRAPHY

- Strategies and Tools for the Dreaded Oral Presentation! | Articles | Publications | Profweb. (n.d.). Profweb. <https://www.profweb.ca/en/publications/articles/strategies-and-tools-for-the-dreaded-oral-presentation>