

STORYTELLING, PITCHING, AND EFFECTIVE COMMUNICATION

1.) CHALLENGE/OPPORTUNITY.

DISCUSS THE NEED AND/OR POSSIBILITY.

2.) QUALIFICATION

WHY ARE YOU UNIQUELY QUALIFIED/CONNECTED TO THIS TOPIC?

3.) SOLUTION/IDEA

WHAT ADDRESSES THE CHALLENGE/OPPORTUNITY AND HOW DOES IT DO SO?

4.) INVITATION

OPEN UP THE “PITCH” TO CONVERSATION AND QUESTIONS.