

TMM Audio #4 Script

Improvising a pitch with the help of the TMM

From the ICON9 Learn As You Go Audio series

Welcome to the final session in the TWO-MINUTE MESSAGE module of the ICON9 Learn As You Go audio series.

For today's session, we'll abandon the usual process. I won't be giving any example ... so you'll be doing all the work!

As you probably know, the TWO-MINUTE MESSAGE is often referred to as an Elevator Pitch and the scenario that we'll use, for an example that you will construct, is a chance meeting in an elevator between you and your boss.

It's an opportunity because you have an idea for which you need the boss's help and support. You weren't expecting to meet them in the elevator, and so you have to make up your TMM on the spot, but at least your idea is clear in your head, and it is the following ...

It concerns all your co-workers in the office. They are a bright bunch from a wide variety of backgrounds, with experts on all sorts of topics.

Your idea (and main objective) is to setup regular "lunch-and-learn" sessions, where people take it in turns to make a presentation on any subject at all.

You need management support for this, as it will take people's time, and ideally you would like the boss to start off the whole affair by giving the first presentation.

This is a great idea for the following reasons ...

- People will get to know each other better
- It will give everyone practice in presentation skills
- If we do this at lunchtime, it will take hardly any time out of the working day
- Talking about one's interests and expertise reinforces self-esteem
- It will take people's minds off of the awful canteen food

So, I have described your objectives, your audience is your boss and I just listed the points that you might want to mention.

What is the most important point to make with the pitch? Recall that it's a great idea for the following reasons ...

- People will get to know each other better
- It will give everyone practice in presentation skills
- If we do this at lunchtime, it will take hardly any time out of the working day
- Talking about one's interests and expertise reinforces self-esteem
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<pause>

Now that you have chosen the main point, capture it as a full-blown sentence! What is your Key Statement?

<pause>

Now, think of a very simple way to start your pitch – what is your Audience Context Statement?

<pause>

Finally, having mentioned a few other points, you are arriving at the boss's floor. They are about to escape. What is your Closing Statement?

<pause>

The boss has disappeared and you are alone again in the elevator. How did you do?

Did you convince them to support the lunch and learn? Did you even try? Or did you, at the end of your Closing Statement, simply try to get a timeslot to discuss it with them further? Given the circumstances, it might have been best to go for a modest Next Step such as this one, rather than attempt to get everything you want in one go!

That's just some final food for thought ... and, indeed, I hope you have found useful nourishment in all these TMM sessions.