

### *Pitching: how to influence decision making (1 of 2)*



Pitching is the ability to make a brief and effective presentation which persuades the decision making of the audience.

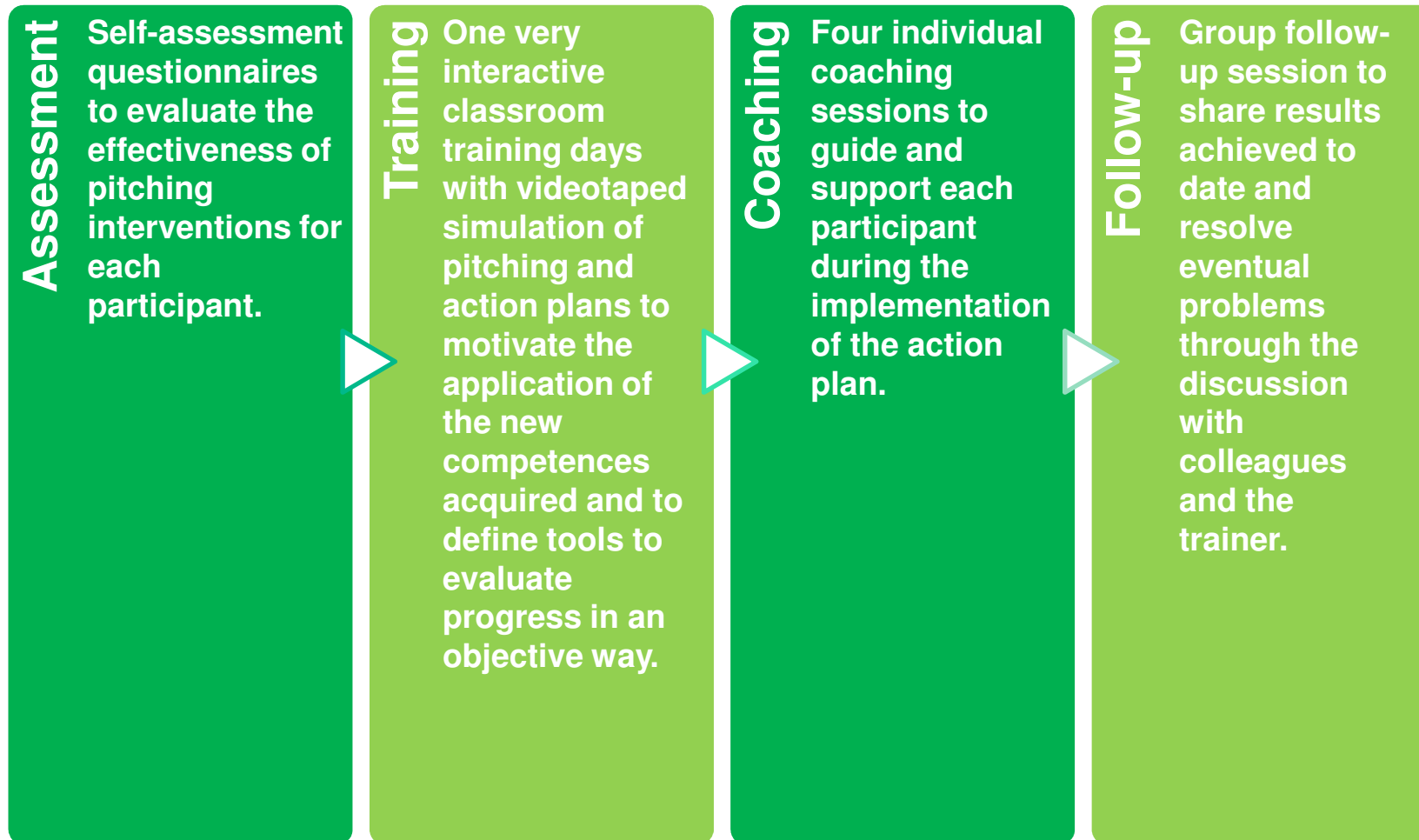
#### Learning objectives

- Acquire a systematic method to design the pitch structure and develop key messages
- Improve the ability to make a pitch through the consistency between verbal, para-verbal and non verbal aspects
- Apply the techniques and tools provided to your own pitch

### *Pitching: how to influence decision making (2 of 2)*



### Structure of the program



## For more information

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