

BUSINESS PITCHES

PITCHING BUSINESS IDEAS WITH
CLARITY AND CONFIDENCE

NICK WEST

- Transformational Business Coach
- Consulting on acquisitions and disposals
- Internationally recognised
- Award winning design clients
- 31 Years in Business
- Entrepreneur

PREPARING A PITCH

- Short
- KISS
- Sell
- Aim of Pitch
- Critical Analysis
- Proof of Concept

CRITICAL ANALYSIS

Critical Analysis Technique

Edward de Bono - Pioneer in
Critical Thinking

Six Thinking Hats

- Easy to use parallel thinking
- Inclusive
- Non judgmental

SIX THINKING HATS

PROCESS



Blue Hat - Process

Thinking about thinking.
What thinking is needed?
Organizing the thinking.
Planning for action.

CREATIVITY



Green Hat - Creativity

Ideas, alternatives, possibilities.
Solutions to black hat problems.

FACTS



White Hat - Facts

Information and data.
Neutral and objective.
What do I know?
What do I need to find out?
How will I get the information I need?

BENEFITS



Yellow Hat - Benefits

Positives, plus points.
Why an idea is useful.
Logical reasons are given.

FEELINGS



Red Hat - Feelings

Intuition, hunches, gut instinct.
My feelings right now.
Feelings can change.
No reasons are given.

CAUTIONS



Black Hat - Cautions

Difficulties, weaknesses, dangers.
Spotting the risks.
Logical reasons are given.

BLUE HAT



ORGANISING AND CONTROLLING THINKING PROCESS

- Set the agenda
- Next step in thinking
- Asks for other hats as necessary
- Asks for summaries, conclusions and decisions
- Usually chairperson

WHITE HAT



FACTS AND INFORMATION

- Neutral
- What information/data do we have
- What information/data is missing
- What information/data would we like to have?
- How do we get missing information/data

RED HAT



FEELINGS, INTUITION, HUNCHES AND EMOTION

- Permission to put forward feelings
- No need to justify or explain
- Allows personal experience and bias to be aired
- No “Right” or “Wrong”
- No apologies required

GREEN HAT

CREATIVE THINKING



- New ideas
- Additional alternatives
- Alternative approaches
- Put forward “What ifs”

YELLOW HAT



OPTIMISM, POSITIVE VIEWS and
BENEFITS

- Feasibility
- How this CAN be done (positive only)
- Benefits accruing from the idea
Potential gains

BLACK HAT



CAUTION, DOWN SIDE, NEGATIVE
VIEW

- Critical judgement
- Why it can't be done
- Red flags
- Prevents stupid or illegal actions
- Do NOT overuse as can kill ideas

PROOF OF CONCEPT

- Prototype
- Sales to date
- Market research (much weaker than sales)
- Customer feedback and testimonials
- Competitors
- How will you sell it

BREAKOUT GROUPS

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GROUP FEEDBACK

How was 6 Thinking Hat Exercise?

–PRO

–Cons

SUMMARY

- Purpose of “Pitch”
- Well thought through
- Evidence of desired outcome