Power Pitching

Pitch your project in 120 sec

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Mathias Bruhn

- DTU, Diploma Engineer, Architectural Engineering
  - Facade Constructions
- Rambøll Danmark
  - Project Engineer & Project Management
- CBS, Cand.merc.(psyk)
  - Leadership & Decisionmaking
- Franklin Covey, Associate Partner
  - Personal leadership
- Keynote Speaker, Teacher & Coach
  - Social Psychology & Communication since 2012

Mathias Bruhn

- **Keynote Speaker, Teacher & Coach**
  - Relations & First Impression
  - Presentation & Speech Technique
  - Charismatic Behavior
  - Power Pitching

- **Solutions**
  - Talks & Workshops
  - Courses
  - Coaching

What & Why?

The Pitch

Power Pitching

Emotional Pitch

Curiosity Pitch

AKADEMIKERNES ambitiøse A-KASSE

CBS COPENHAGEN BUSINESS SCHOOL HANDELSHØJSKOLEN

DA Lederforum™

VIASAT

projectum consulting | products | training

CHR. HANSEN

SAINT-GOBAIN

MTG

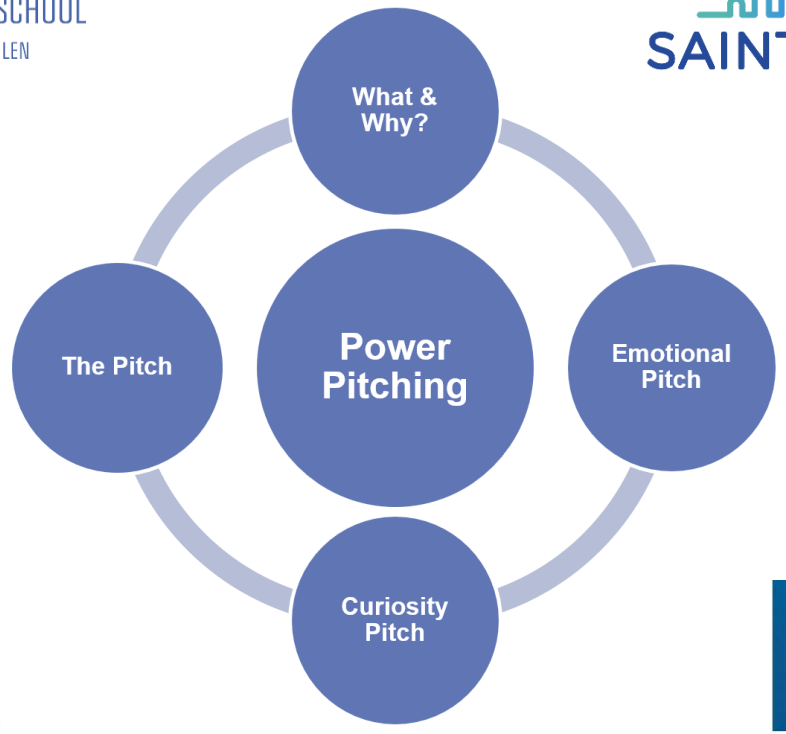
pf Polyteknisk Forening

KOMMUNIKATION OG SPROG

DTU

djøf

MOE RÅDGIVENDE INGENIØRER



VU VRIJE UNIVERSITEIT AMSTERDAM

AARHUS UNIVERSITY

BRØDRENE DAHL

postnord

KØBENHAVNS UNIVERSITET

Erasmus University Rotterdam

EVENT COLLECTIVE

Boehringer Ingelheim

HIP HOVEDSTADENS IVÆRKSÆTTERPROGRAM

Differences

Differences

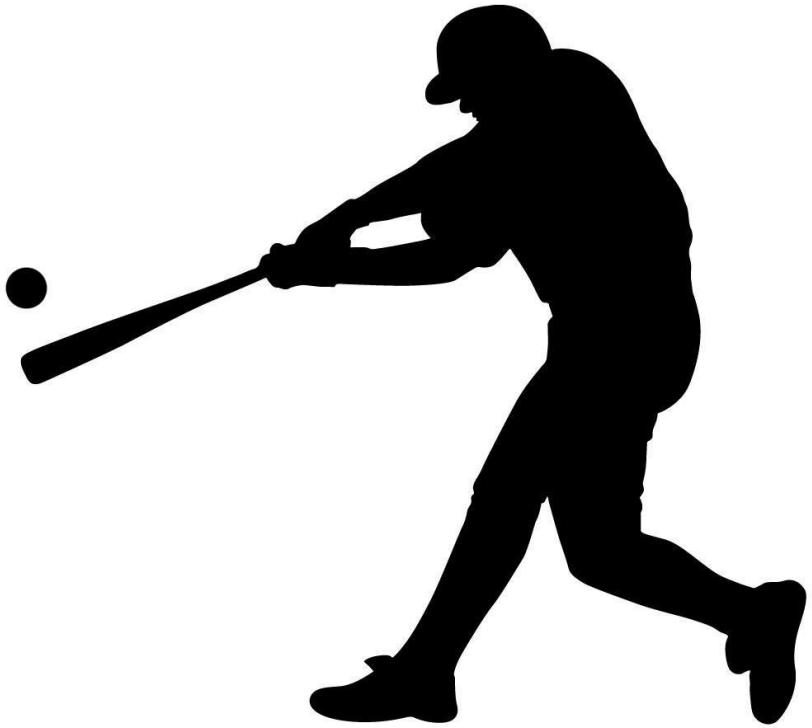
Differences

Pitching

- What is pitching?
  - *"A line of talk designed to persuade" Boston Globe*
- The short presentation
- Product, project ….person?
  - Hook
  - Intro
  - Problem
  - Solution

Why Pitching?

- Designed & practiced
- Why is it smart?
- Different pitches – atmosphere & purpose
  - Emotional
  - Inspiring
  - Factual
  - Salesmanship or help?



The Engineers Pitch

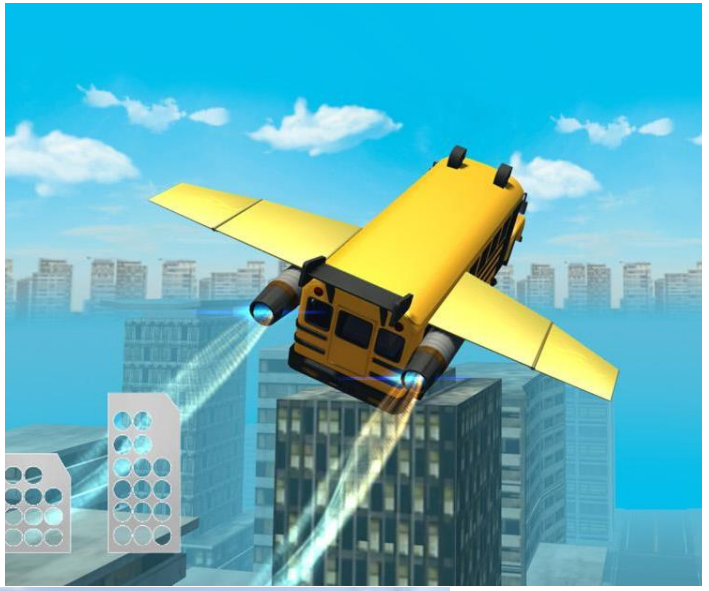
- Perfect for professional profiles
- Structured content
- Specialist knowledge is awesome!
  - BUT should be kept to a minimum!

The Engineers Pitch

- A helicopter? =
  A noisy bus

- Drilling for oil? =
  A straw which bends

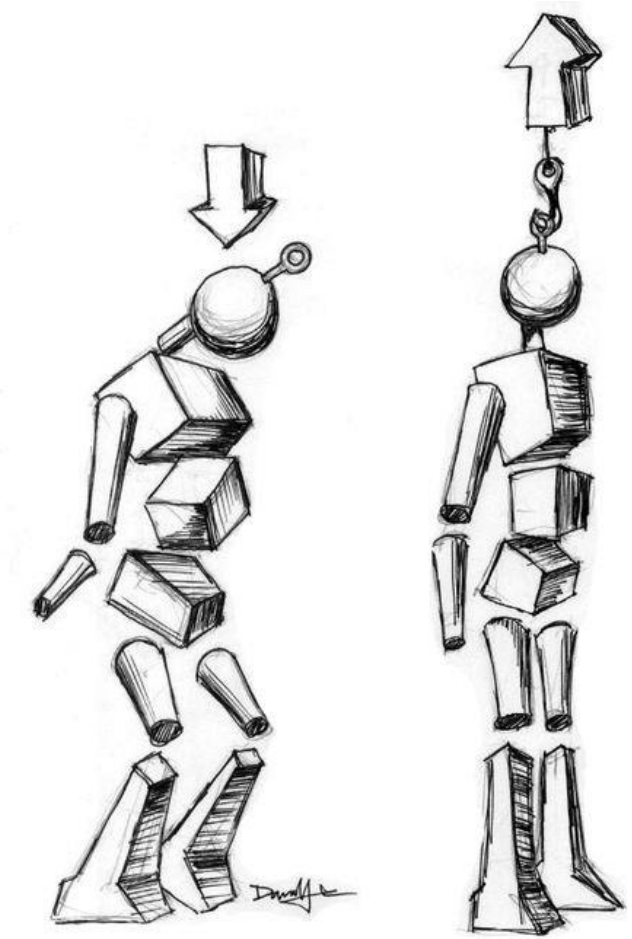
- Oil extraction? =
  Exploding coke bottle



Exercise: Position & Gesticulation

- Splayed legs
- Outward foot angle
- Shoulders above hips, above heels
- Elbows in 90 degrees
- Raise your head

- Use your hands
- Use your arms
- Include people – look left and right



High Five! Baseball, serotonin & performance

Exercise: First 20 seconds

Business from the beginning!

1. Hi, my name is… **[Intro]**
2. I'm studying… & specialize in… **[Education]**
3. And I'm working with… **[Service]**
4. Which helps… **[Target group]**

- Pitch
- High Five!
- Feedback: **Behavior → Impact**

5

What & Why?

The Pitch

Power Pitching

Emotional Pitch

Curiosity Pitch

Emotionel Pitching

The Idealist

"I wish to make the World a better place…"

The Innovator

"I wish to rethink the World…"

The Esthete

"I wish to make the World even more beautiful…"

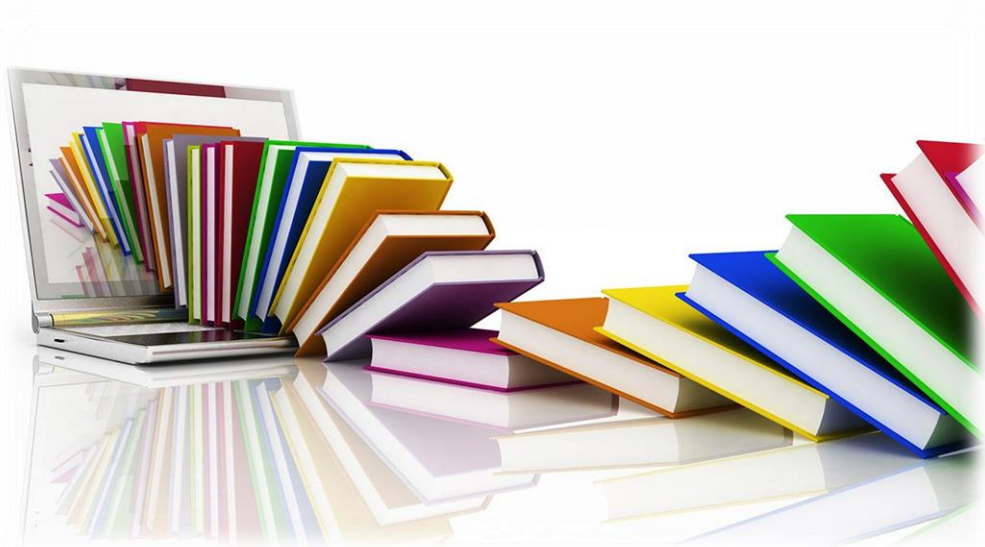
The Pioneer

"I wish to create a new World……"

The Revolutionary

"I wish to challenge the World…"

Overlevering



Aktiverer gammel-hjernen

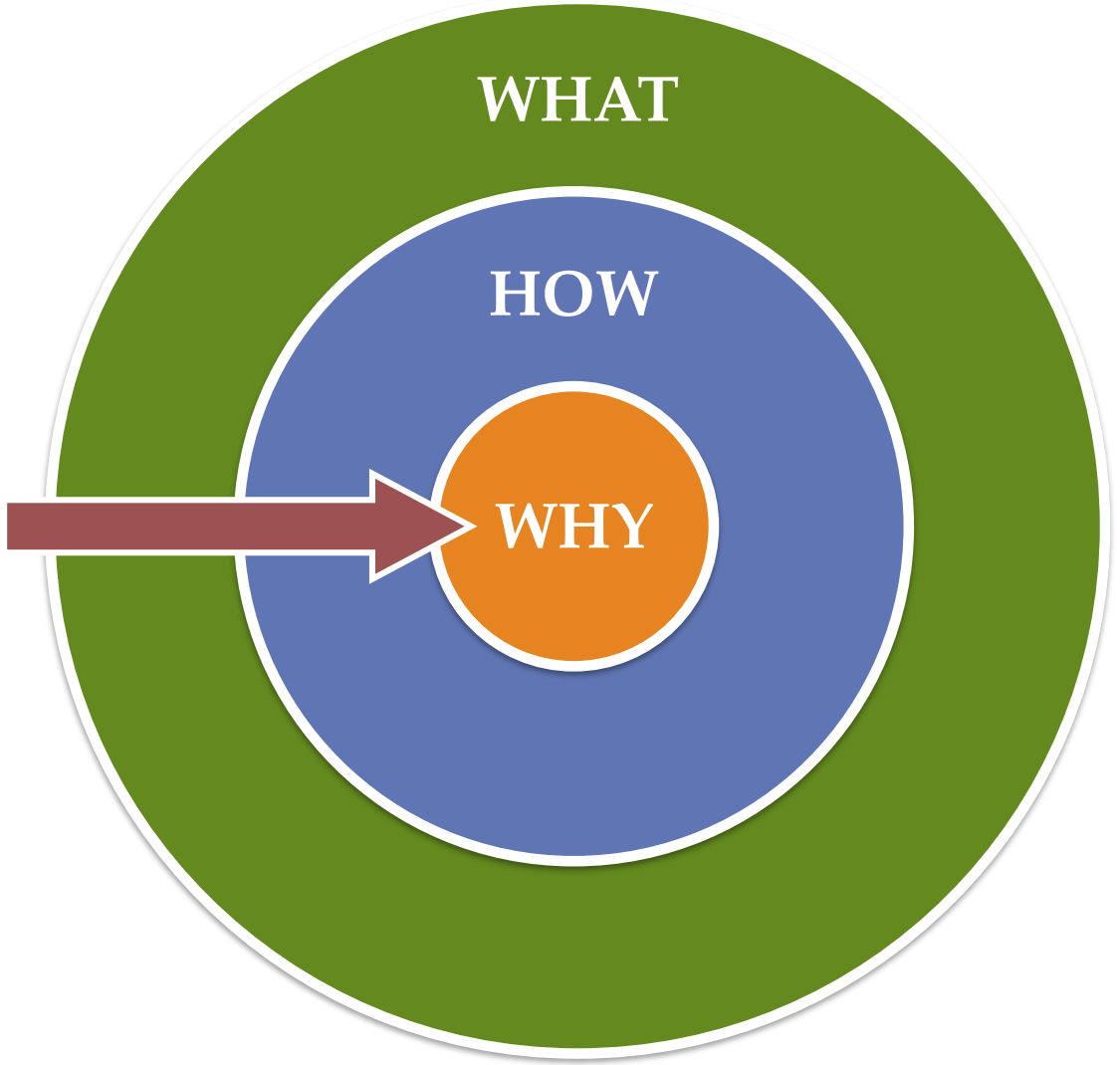
REPTILIAN BRAIN

LIMBIC BRAIN

NEOCORTEX

Why → How → What

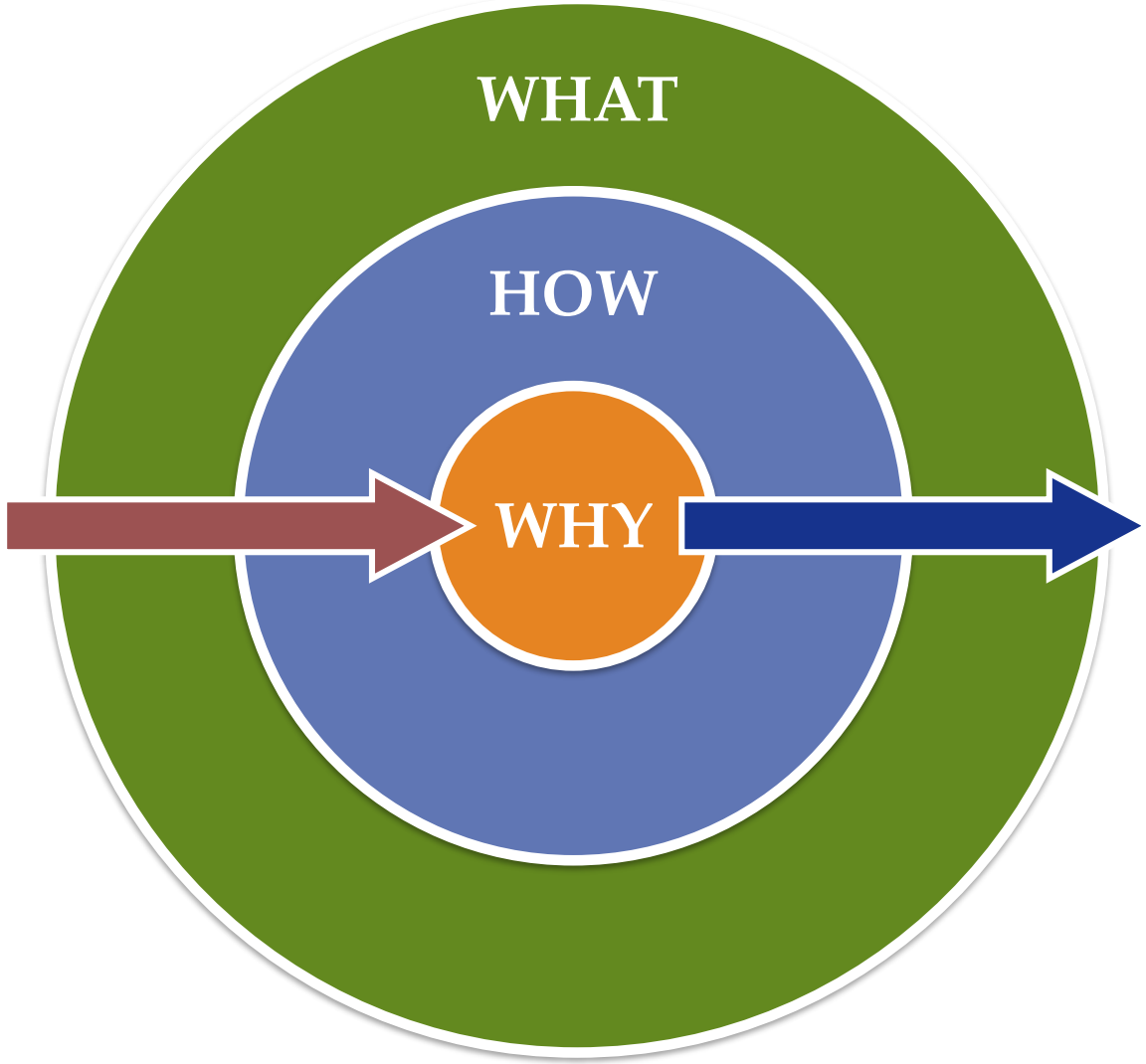
- Simon Sinek
  - Author & Management Consultant
  - TED



Why → How → What

- Simon Sinek
  - Author & Management Consultant
  - TED

- **WHY**
  - **Why your project?**
- **How**
  - How do you make a difference?
- **What**
  - What do you offer?



Home Exercise: 5 WHY's

Pen & Paper

1. Why is my project important?
2. Why is it important to me, that…?
3. Why is it important to me, that…?
4. Why is it important to me, that…?
5. Why is it important to me, that…?

Emotionel Hook

- I have a dream…
- Imagine a world where…
- I am on a mission to…
- I believe...

Exercise: Write Your Pitch

Pen & Paper

1. **I have a dream…** **[Hook / WHY]**
   - **Imagine a world…**
   - **I'm on a mission to…**
   - **I believe…**
2. Hi, my name is… **[Intro]**
3. I'm studying… & specialize in… **[Education]**
4. And I'm working with… **[Service]**
5. Which helps… **[Target group]**

Exercise: Practice Your Pitch!

On Your Legs!

1. **I have a dream…**	**[Hook / WHY]**
2. Hi, my name is…	**[Intro]**
3. I'm studying… & specialize in…	**[Education]**
4. And I'm working with…	**[Service]**
5. Which helps…	**[Target group]**

- Pitch
- High Five!
- Feedback: **Behavior → Impact**

5

What & Why?

The Pitch

Power Pitching

Emotional Pitch

Curiosity Pitch

Curiosity Pitching

Many believe…

- *"**Many believe**, that pitches can only be used to present startups and entrepreneurship… But that's actually not the case at all."*

Curiosity Pitching

A new way…

- *"We have created **a new way**, to teach engineers how to present themselves and their knowledge through pitching… This concept will be introduced to you today."*

Curiosity Pitching

Did you know…

- *"**Did you know**, that 9/10 educated engineers has a hard time explaining what they do, and are capable of? BUT, that it's absolutely crucial to their success?"*

Curiosity Pitching

*"**Many believe**, that pitches can only be used to present startups and entrepreneurship… But that's actually not the case at all."*

*"We have created **a new way**, to teach engineers how to present themselves and their knowledge through pitching… This concept will be introduced to you today."*

*"**Did you know**, that 9/10 educated engineers has a hard time explaining what they do and are capable of? BUT, that it's absolutely crucial to their success?"*

- **Cliffhangers?**

Curiosity & The Brain

- Why does cliffhangers work?
- Ranganath, University of California
  - 100 trivial questions
  - Rated by interest
  - MRI & brain activity
- Dopamin & memory

Pause For Effect

- Dramatic pauses & cliffhangers
- Most simple tool → Grandest effect!
  - One thing you can change!
  - Listener can digest material
- Creates curiosity!

Curiosity Hook

- Many believe…
- A new way…
- Did you know…

Exercise: Write Your Pitch

Pen & Paper

1. **Many believe…** **[Hook / Cliffhanger]**
   - **A new way…**
   - **Did you know…**
2. Hi, my name is… **[Intro]**
3. I'm studying… & specialize in… **[Education]**
4. And I'm working with… **[Service]**
5. Which helps… **[Target group]**

Exercise: Practice Your Pitch!

On Your Legs!

1. **Many believe…** **[Hook / Cliffhanger]**
2. Hi, my name is… **[Intro]**
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5. Which helps… **[Target group]**

- Pitch
- High Five!
- Feedback: **Behavior → Impact**

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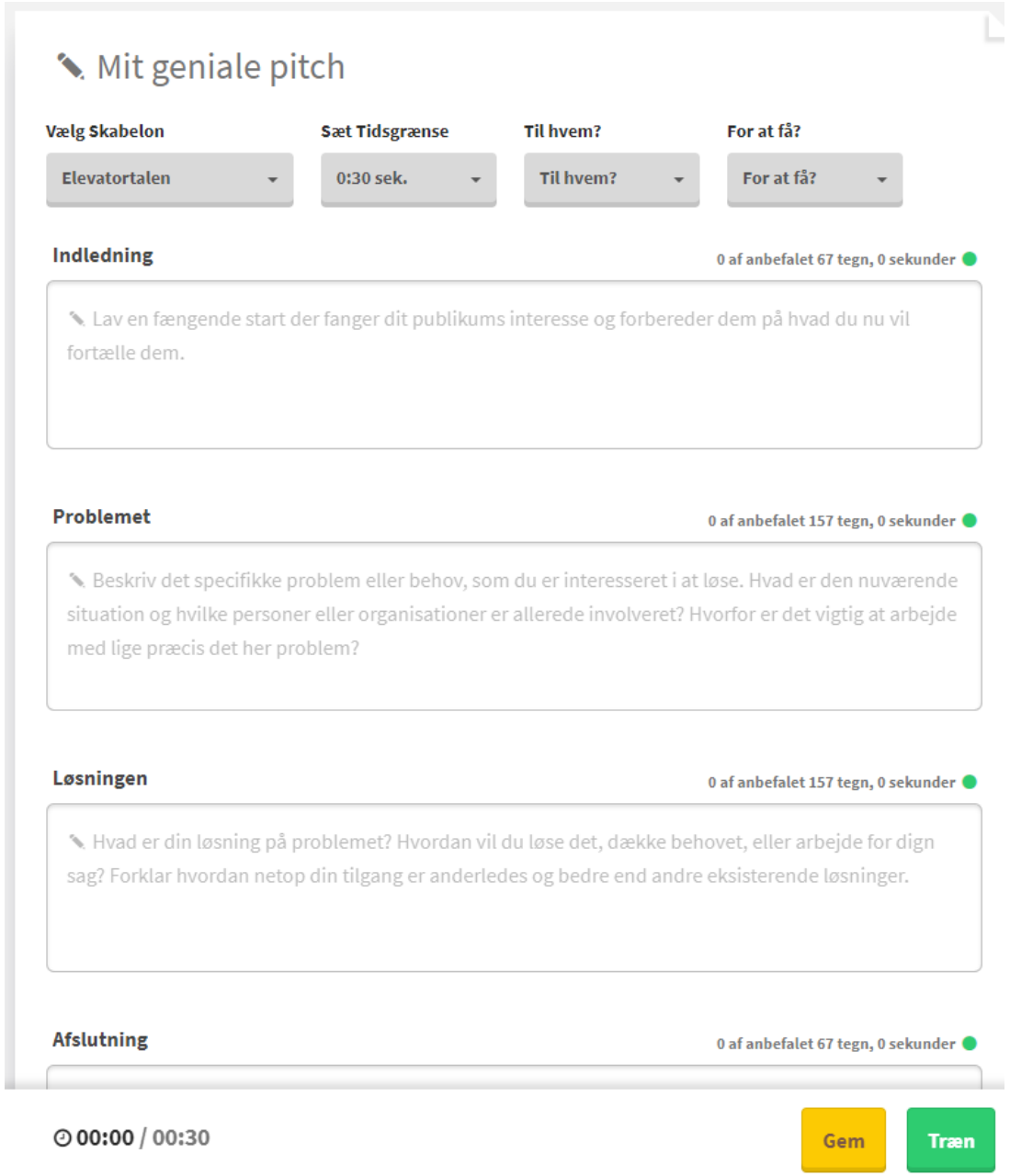
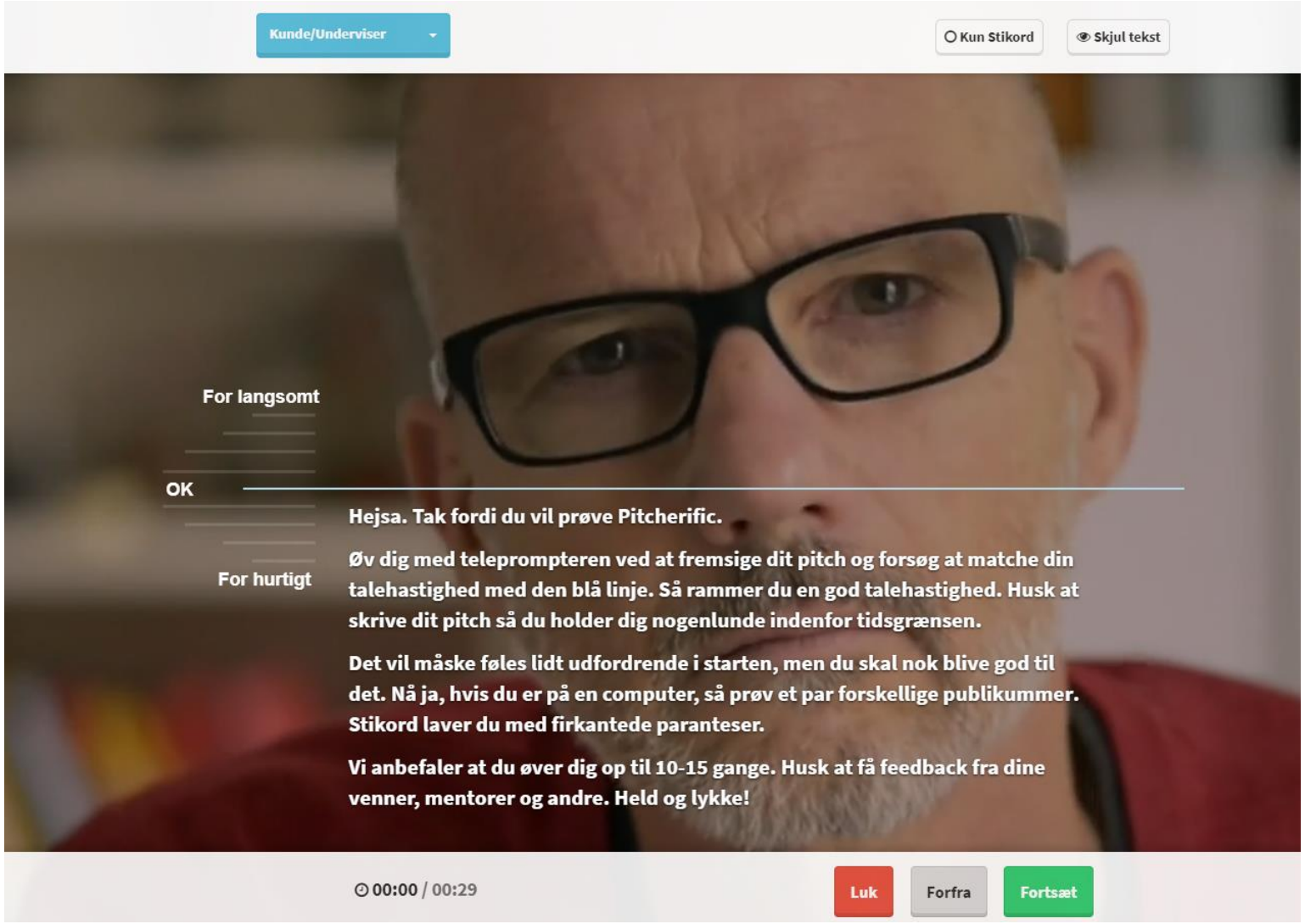
The Elevator Speech

- Pitcherefic.com
- Pitching for 30 sec. (Free)
- Work Out for Your Power Pitch!



The Elevator Speech



What & Why?

The Pitch

Power Pitching

Emotional Pitch

Curiosity Pitch

The Pitch

- Hook
- Intro
- Problem
- Solution

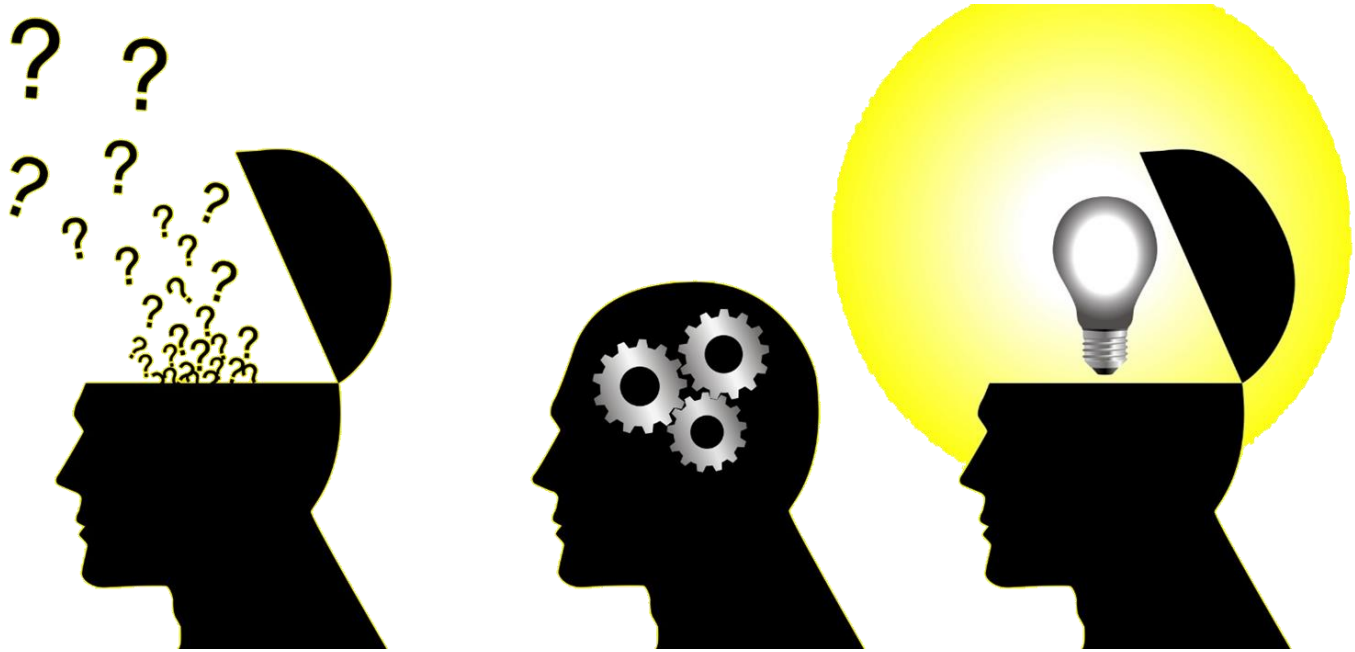
The Pitch

- Hook
- Intro
- **Problem**
- Solution

Theoretical Problems

- Why are problems important?
  - Problems drive & strengthens us!

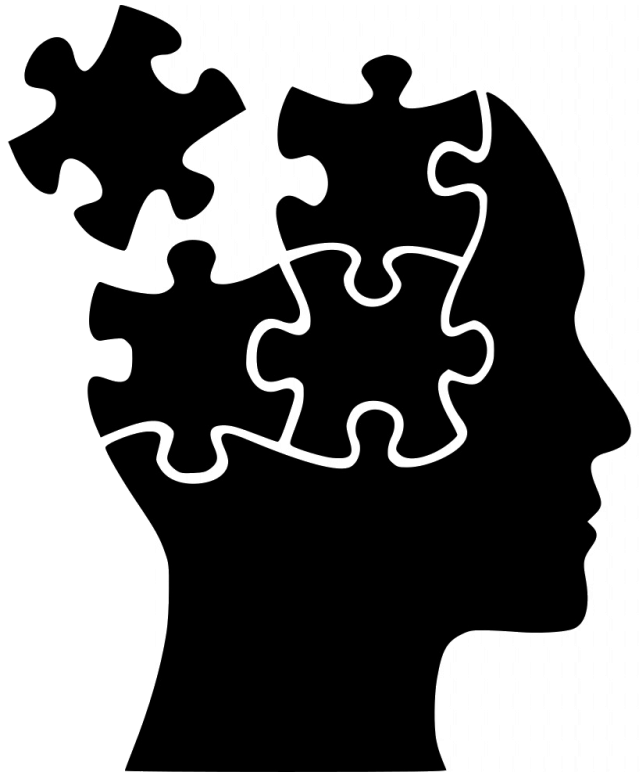
- Cognitive processes – Everything is about problems
  - Learning
  - Search processes
  - Decision making
  - Analysis
  - Definitions



Problems

The Problem you solve & need you cover

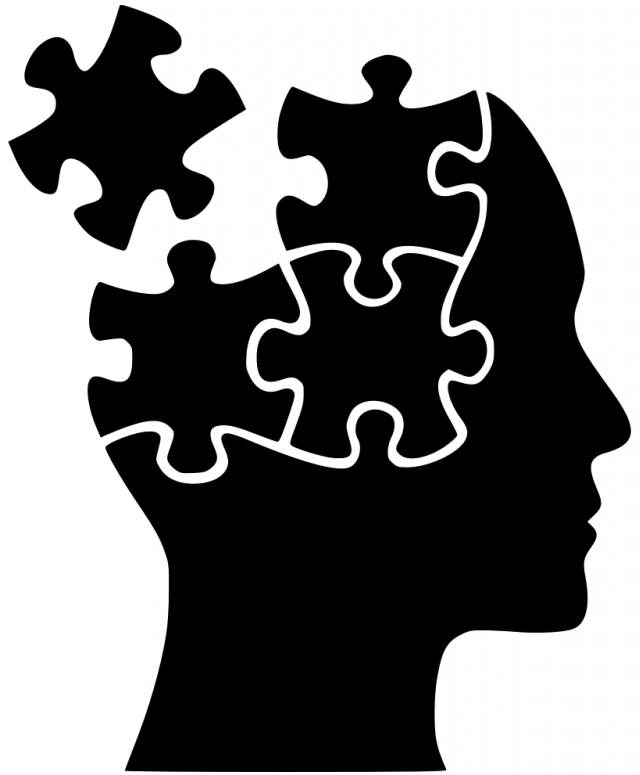
- **Situation**
  - Create framework + common view of the world
- **Consequence**
  - Underlines consequences of the situation
- **Need**
  - Explains the crucial need for a solution



Problems

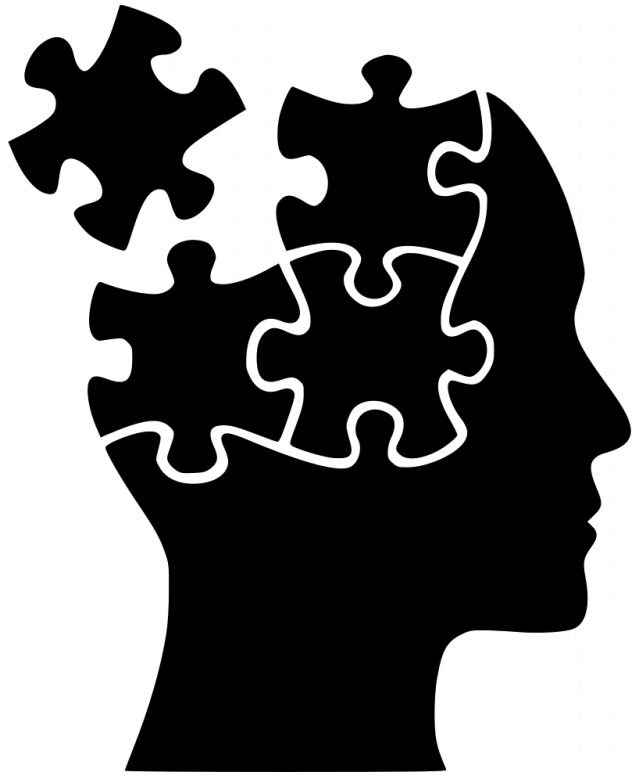
The Problem you solve & need you cover

- Situation
  - **We can all agree…**
  - **Today, many are experiencing…**
  - **We live in a time…**
- Consequence
  - **This means…**
- Need
  - **Therefore, there is a need for…**



Example: Problems

1. **We live in a time**, where we are becoming a larger population, while having less space to cultivate. At the same time there is long transportation time, which requires the use of pesticides.
2. **This means**, that it becomes harder to grow fresh vegetables without the use of extra pesticides.
3. **Therefore, there is a need** for a solution where we rethink how we cultivate and grow our vegetables.



Evaluation Criteria

1. Is the project well-structured and clearly communicated?

2. To what extent is the positive impact on the UN Sustainable Development Goals made probable?

3. To what extent is the project technically applicable and likely to be realized?

4. To what extent is it visionary and/or innovative?

Exercise: Write Your Pitch

Pen & Paper

1. [Hook]
2. [Intro]
3. [Problem]
   a) **We can all agree…** **[Situation]**
   b) **This means…** **[Consequence]**
   c) **Therefore, there is a need for…** **[Need]**
4. [Solution]

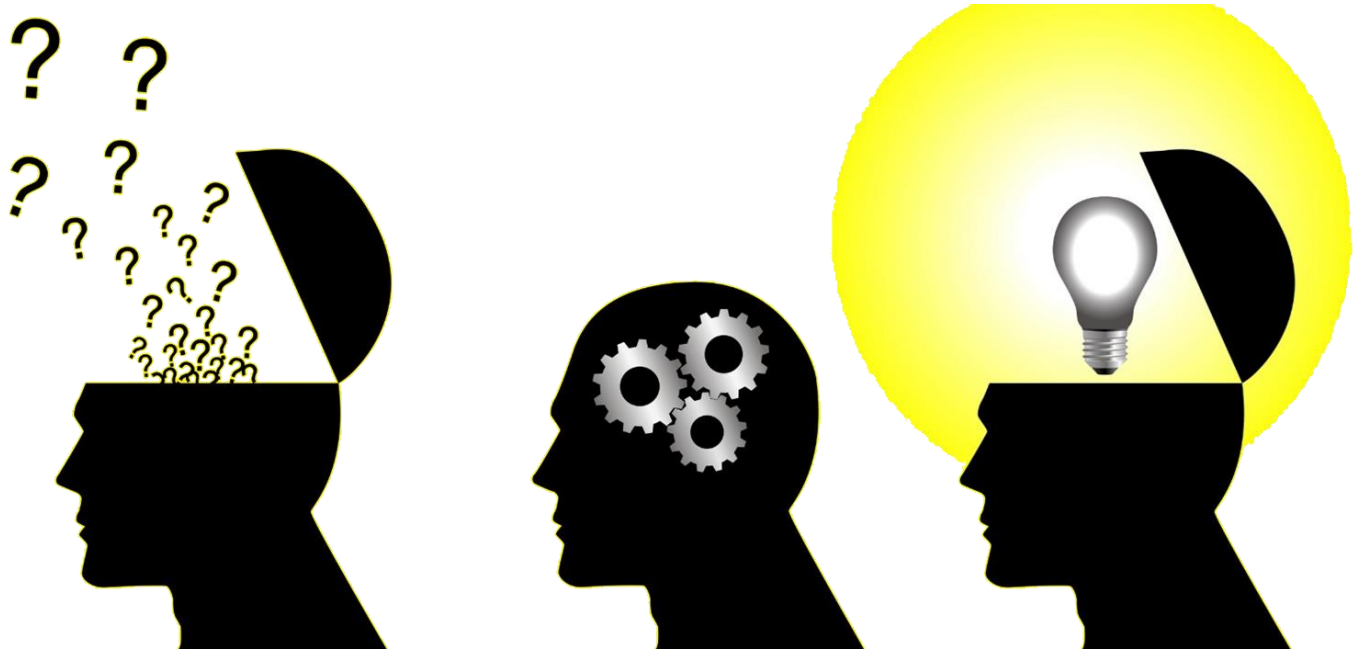
The Pitch

- Hook
- Intro
- Problem
- **Solution**

Theoretical Solutions

- Why are solutions important?
  - Problems drive & strengthens us! → Solutions show us the way

- Cognitive processes – Everything is about solutions



Solution

The solution you deliver, is the key

1. **Solution**
   - What can you do with your education & experience?
2. **Method**
   - How does it work & how does it help?
3. **Advantage**
   - What is smart about your methods?
4. **Profit**
   - What does business' profit from your abilities?

Solution

The solution you deliver, is the key

1. Solution
   - **I have developed […], which…**
2. Method
   - ***This involves […], and includes…***
3. Advantage
   - ***It's smart because…***
4. Profit
   - ***What we achieve is…***

Example: Solution

1. **I have developed** Green Tower, **which** is a sustainable way to grow vegetables within a water tower, that can be placed wherever, completely without the use of soil.
2. **This involves,** that we cultivate and nourish the vegetable by fertilising with fish excrements, from local fish living in the a separate tank together with the vegetables.
3. **It's smart because** we can produce without the use of soil, and pesticides won't be needed, since there is less transportation time within the cities where the vegetables are grown inside any building.
4. **What we achieve is** a local production without transportation-costs, pesticide usage or more soil, which is beginning to be in short supply.

Exercise: Write Your Pitch

Pen & Paper

1. I have a dream/Did you know… **[Hook]**
2. Hi, my name is & I'm educated… **[Intro]**
3. **Problem**
   a) We can all agree that… **[Situation]**
   b) This means… **[Consequence]**
   c) Therefore, there is a need for… **[Need]**
4. **Solution**
   a) I have developed […], which… **[Solution]**
   b) This involves[…], & includes… **[Method]**
   c) It's smart because… **[Advantage]**
   d) What we achieve is… **[Profit]**

Exercise: Practice Your Pitch!

Remember!
Pitch!
HIGH FIVE!
Feedback!

On Your Legs!

1. I have a dream/Did you know… **[Hook]**
2. Hi, my name is & I'm educated… **[Intro]**
3. **Problem**
   a) We can all agree that… **[Situation]**
   b) This means… **[Consequence]**
   c) Therefore, there is a need for… **[Need]**
4. **Solution**
   a) I have developed […], which… **[Solution]**
   b) This involves[…], & includes… **[Method]**
   c) It's smart because… **[Advantage]**
   d) What we achieve is… **[Profit]**

5

Conclusion

- Think about the first 20 sec

- Prepare & practice your pitch!

- Hook the people
- Introduce yourself
- Show the problem
- Give the solution

Thank You For Now

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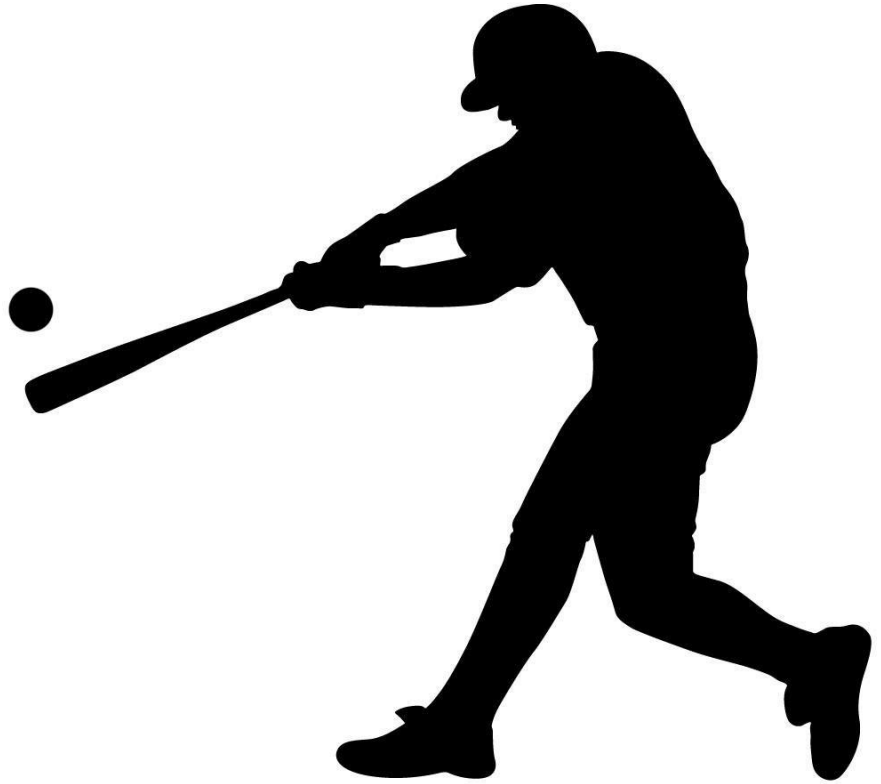


Posters as presentations

- Who is target?
- How?
- Keep it stupid simple
- Keep it stupid short

Good or bad?

PIGS IN SPACE:
EFFECT OF ZERO GRAVITY AND AD LIBITUM FEEDING ON WEIGHT GAIN IN CAVIA PORCELLUS

Colin B. Purrington
6673 College Avenue, Swarthmore, PA 19081 USA

ABSTRACT:
One ignored benefit of space travel is a potential elimination of obesity, a chronic problem for a growing majority in many parts of the world. In theory, when an individual is in a condition of zero gravity, weight is eliminated. Indeed, in space one could conceivably follow ad libitum feeding and never even gain an gram, and the only side effect would be the need to upgrade one's stretchy pants("exercise pants"). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment in a colony of Guinea pigs (Cavia porcellus) maintained on the International Space Station. Individuals were housed separately and given unlimited amounts of high-calorie food pellets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed nothing. In addition to weighing nothing, no weight appeared to be gained over the duration of the protocol. If space continues to be gravity-free, and we believe that assumption is sound, we believe that sending the overweight — and those at risk for overweight — to space would be a lasting cure.

INTRODUCTION:
The current obesity epidemic started in the early 1960s with the invention and proliferation of elastane and related stretchy fibers, which released wearers from the rigid constraints of clothes and permitted monthly weight gain without the need to buy new outfits. Indeed, exercise today for hundreds of million people involve only the act of wearing stretchy pants in public, presumably because the constrictive pressure forces fat molecules to adopt a more compact tertiary structure (Xavier 1965).

Luckily, at the same time that fabrics became stretchy, the race to the moon between the United States and Russia yielded a useful fact: gravity in outer space is minimal to nonexistent. When gravity is zero, objects cease to have weight. Indeed, early astronauts and cosmonauts had to secure themselves to their ships with seat belts and sticky boots. The potential application to weight loss was noted immediately, but at the time travel to space was prohibitively expensive and thus the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-orbital travel options for normal consumers, and potential travelers are also creating news ways to pay for products and services that they cannot actually afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.

We studied this potential by following weight gain in Guinea pigs, known on Earth as fond of ad libitum feeding. Guinea pigs were long envisioned to be the "Guinea pigs" of space research, too, so they seemed like the obvious choice. Studies on humans are of course desirable, but we feel this current study will be critical in acquiring the attention of granting agencies.

MATERIALS AND METHODS:
One hundred male and one hundred female Guinea pigs (Cavia porcellus) were transported to the International Space Laboratory in 2010. Each pig was housed separately and deprived of exercise wheels and fresh fruits and vegetables for 48 months. Each month, pigs were individually weighed by duct-taping them to an electronic balance sensitive to 0.0001 grams. Back on Earth, an identical cohort was similarly maintained and weighed. Data was analyzed by statistics.

RESULTS:
Mean weight of pigs in space was 0.0000 +/- 0.0002 g. Some individuals weighed less than zero, some more, but these variations were due to reaction to the duct tape, we believe, which caused them to be alarmed push briefly against the force plate in the balance. Individuals on the Earth, the control cohort, gained about 240 g/month ($p = 0.0002$). Males and females gained a similar amount of weight on Earth (no main of effect of sex), and size at any point during the study was related to starting size (which was used as a covariate in the ANCOVA). Both Earth and space pigs developed substantial dewlaps (double chins) and were lethargic at the conclusion of the study.

CONCLUSIONS:
Our view that weight and weight gain would be zero in space was confirmed. Although we have not replicated this experiment on larger animals or primates, we are confident that our result would be mirrored in other model organisms. We are currently in the process of obtaining necessary human trial permissions, and should have our planned experiment initiated within 80 years, pending expedited review by local and Federal IRBs.

ACKNOWLEDGEMENTS:
I am grateful for generous support from the National Research Foundation, Black Hole Diet Plans, and the High Fructose Sugar Association. Transport flights were funded by SPACE-EXES, the consortium of wives divorced from insanely wealthy space-flight startups. I am also grateful for comments on early drafts by Mañana Athletic Club, Corpus Christi, USA. Finally, sincere thanks to the Cuy Foundation for generously donating animal care after the conclusion of the study.

LITERATURE CITED:
NASA. 1982. Project STS-XX: Guinea Pigs. Leaked internal memo.
Sekulić, S.R., D. D. Lukač, and N. M. Naumović. 2005. The Fetus Cannot Exercise Like An Astronaut: Gravity Loading Is Necessary For The Physiological Development During Second Half Of Pregnancy. Medical Hypotheses. 64:221-228
Xavier, M. 1965. Elastane Purchases Accelerate Weight Gain In Case-control Study. Journal of Obesity. 2:23-40.

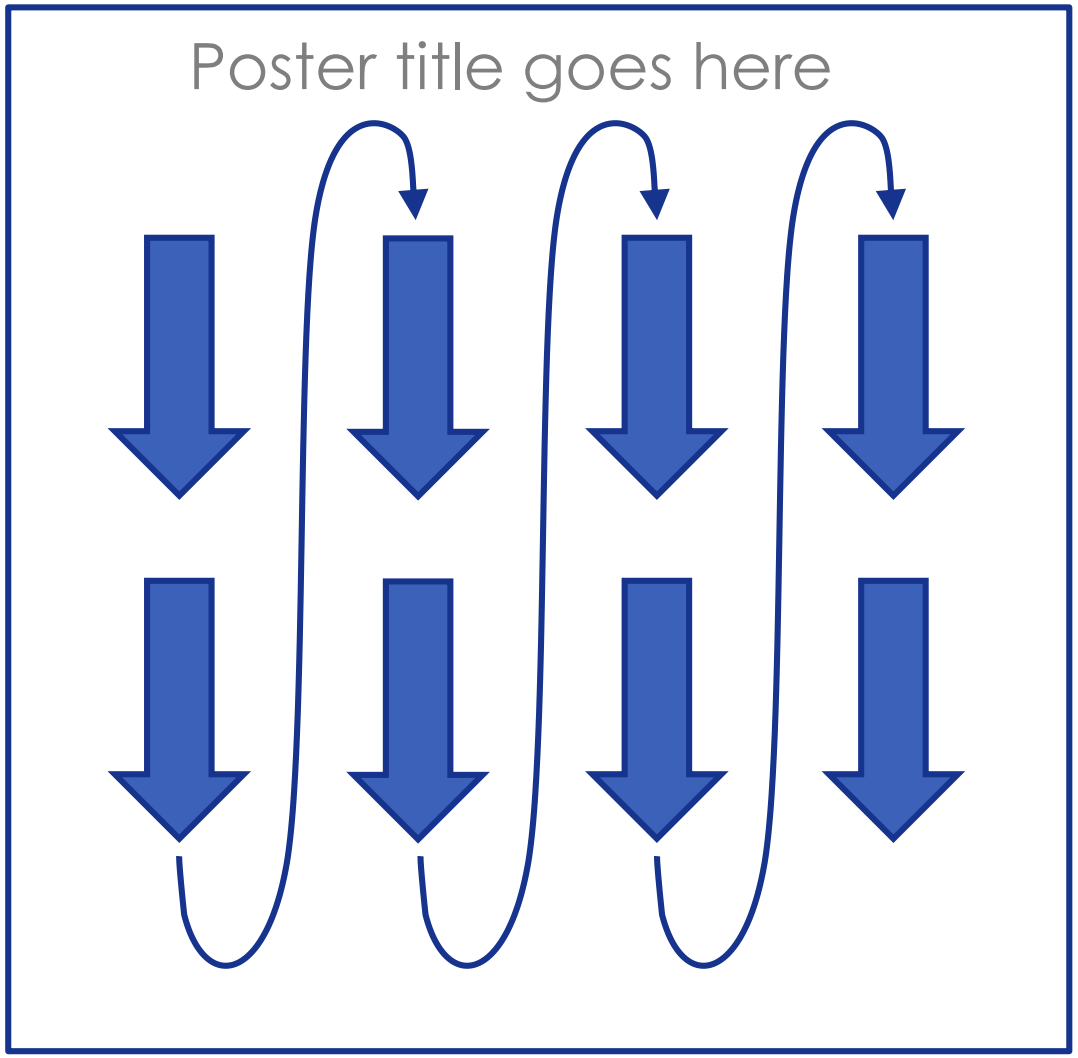
Good or bad?

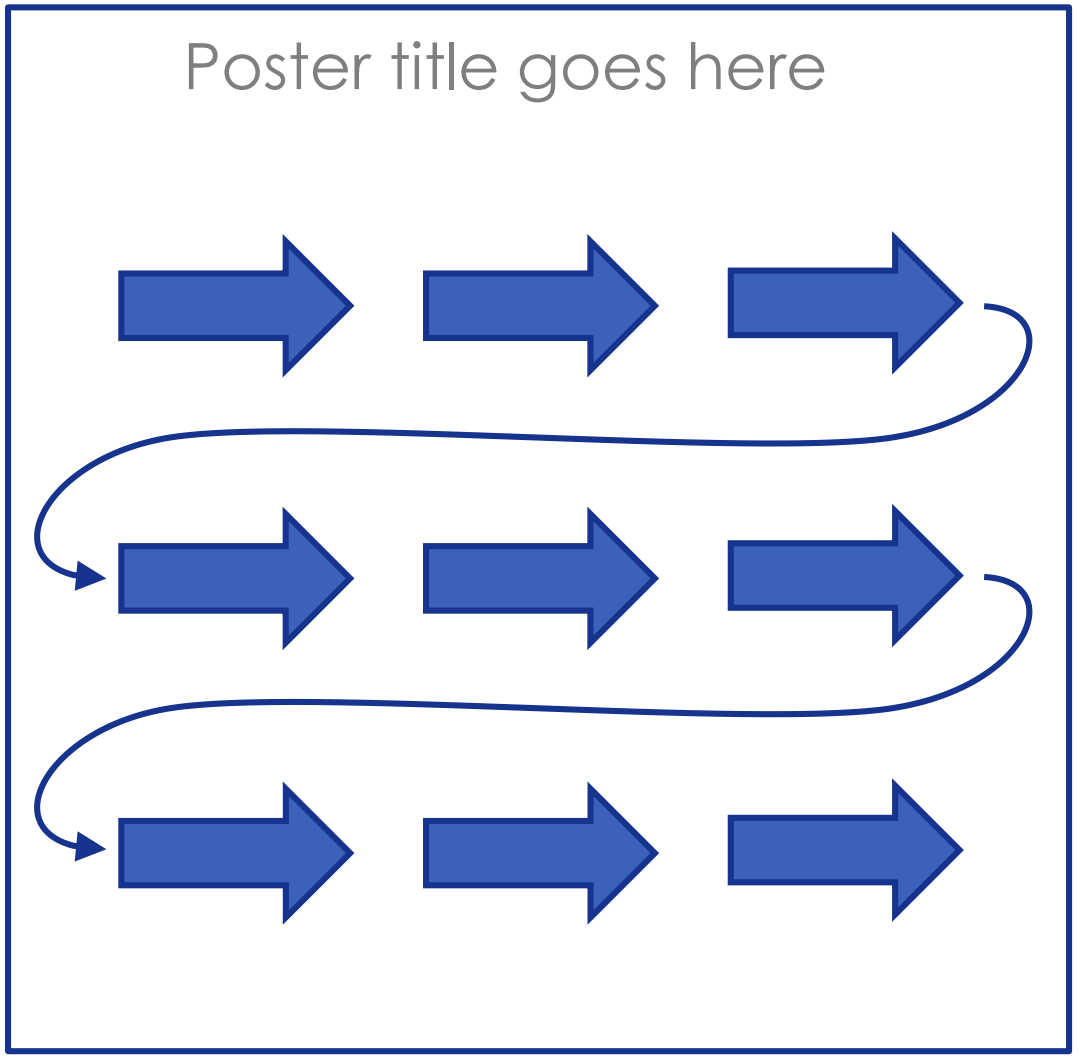
Responsibility
A. Basketball Court
B. Hand Ball Court
C. Thomas Green Park Wetland
D. Playground/ Sandbox
E. Community Center
F. Instrumentation and Electrical Control Space
G. Odor Control Systems Space
I. Pump Back Equipment Space
J. Backlit planes
K. Floating Wetlands
a. Toilet
b. Stair/Elevator
c. Coffee/Food
d. Screening Room
e. Changing/ Shower Room
f. Storage Space
g. Swimming Pool
h. Sitting Area
i. After School Room/ Computer Room
J. Gymnasium
Project Statement
Environmental
Economic
Society
Phase 1
Phase 2
Phase 3
Phase 4
Phase 5
Toilet
Stair, Elevator
Public Space
Gymnasium
Computer resource, Afterschool room
Food Service
Auditorium Room
Storage Space
Changing Room, Locker Room
Swimming Pool
Phase 6
Perpective
1.make it behind make
2.more space to be green
3.open space

Good or bad?

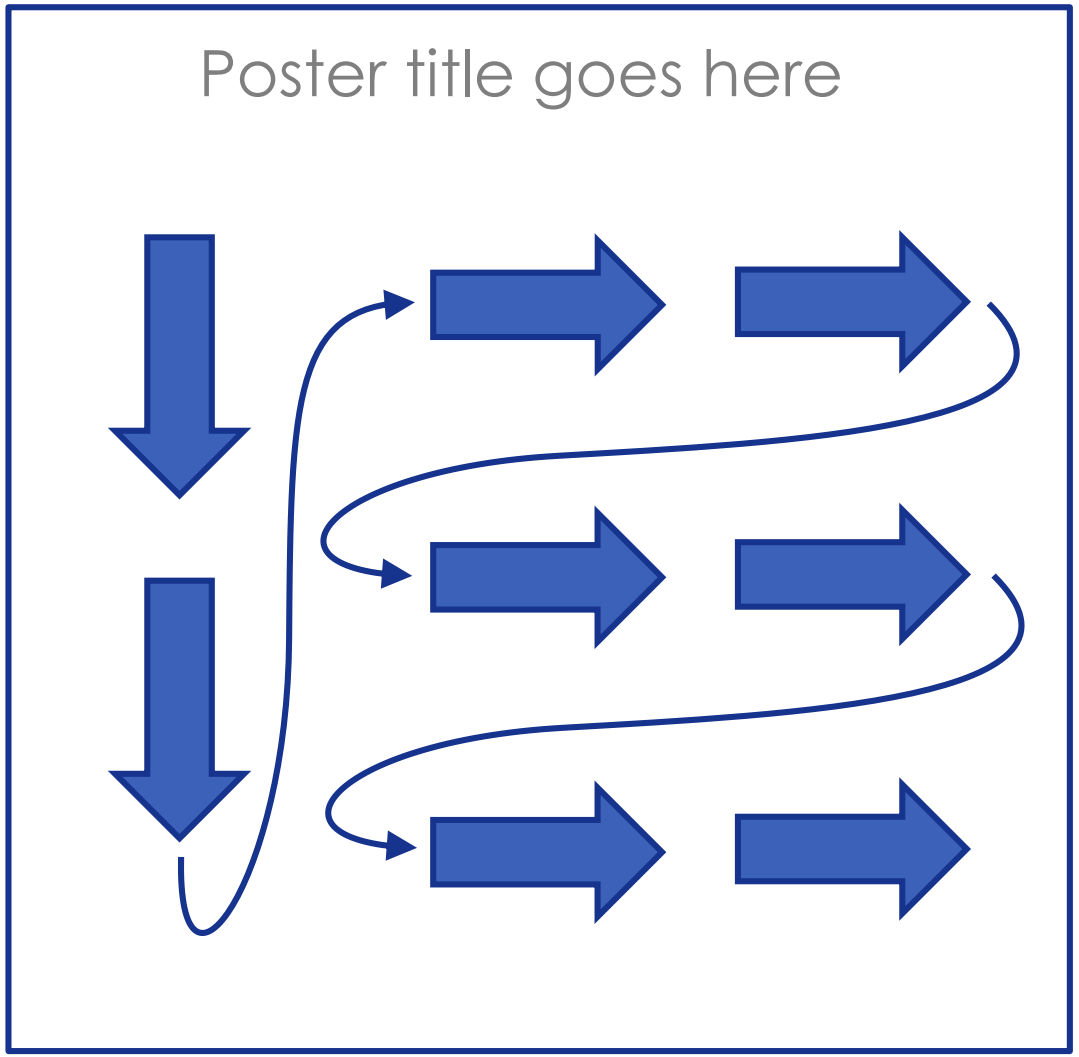
Camp Washington Framework Plan
The Western Hills Viaduct Park
Niehoff Urban Studio
Fall Quarter 2009
Scale: 1:100
The City of Cincinnati describes the Western Hills Viaduct as needing replacement by 2015, but the new Interstate 75 plans do not address the interchange or the Viaduct itself. As the southern boundary of Camp Washington and a historic piece of transportation architecture, the Viaduct is admired by local citizens. However, the bridge is inadequate in terms of its fulfillment of modern vehicular and pedestrian standards, and the structure itself is beginning to show signs of age.
Precedent Study: The High Line Park
The first phase of the High Line Park in New York City was recently completed. The popular new park was built on an aging, abandoned elevated freight rail line. The design reflects the views and urban spaces beneath the elevated line.
Conceptual Design and Renderings:
The conceptual design for The Viaduct Park calls for a landscaped promenade atop the old viaduct; a new viaduct would be constructed to the north. This would improve traffic flow, connect existing and proposed green space, encourage development, and provide connections between existing communities.

Direction





Direction



White is a good thing

Fonts

- Simple is better
  - Stick to MAX 3 fonts
- No complex fonts
- Size matters
  - Depends on presentation

Comic Sans MS

Blackadder ITC

Bradley Hand ITC

ALGERIAN

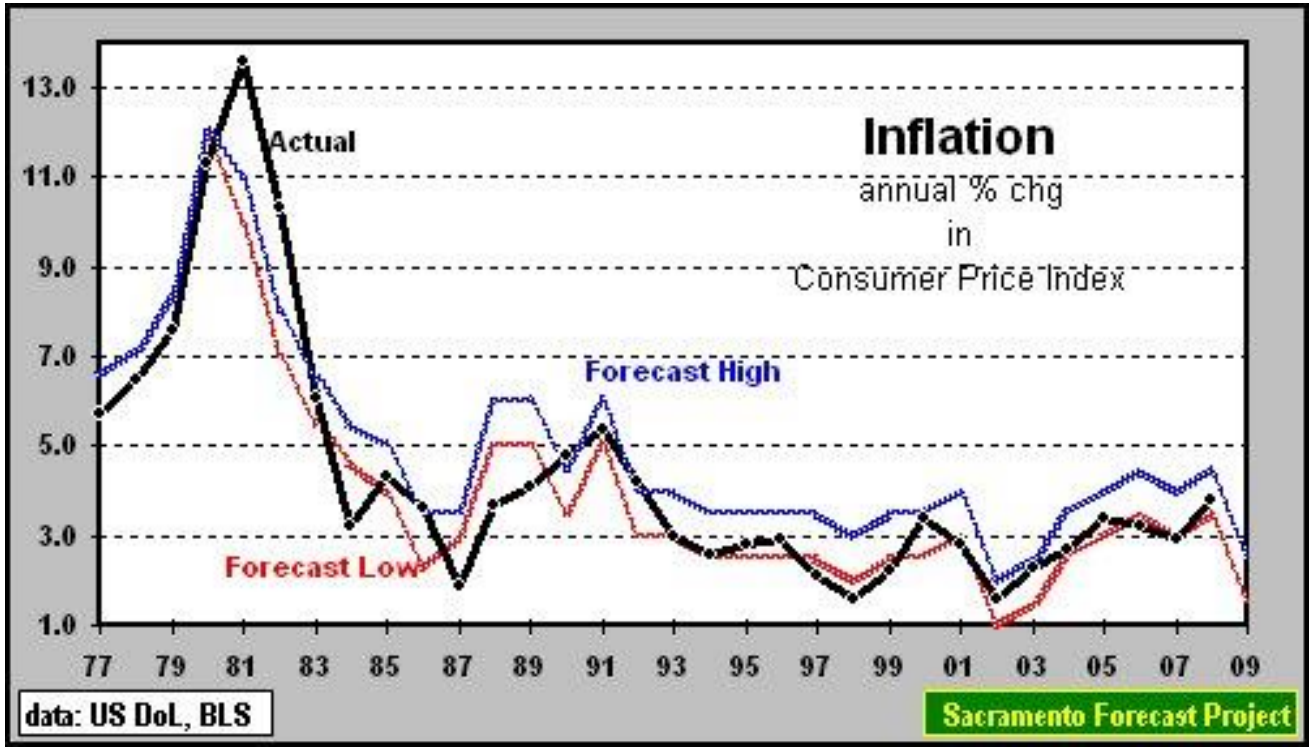
Bauhaus 93

Balance the material

LESS IS MORE

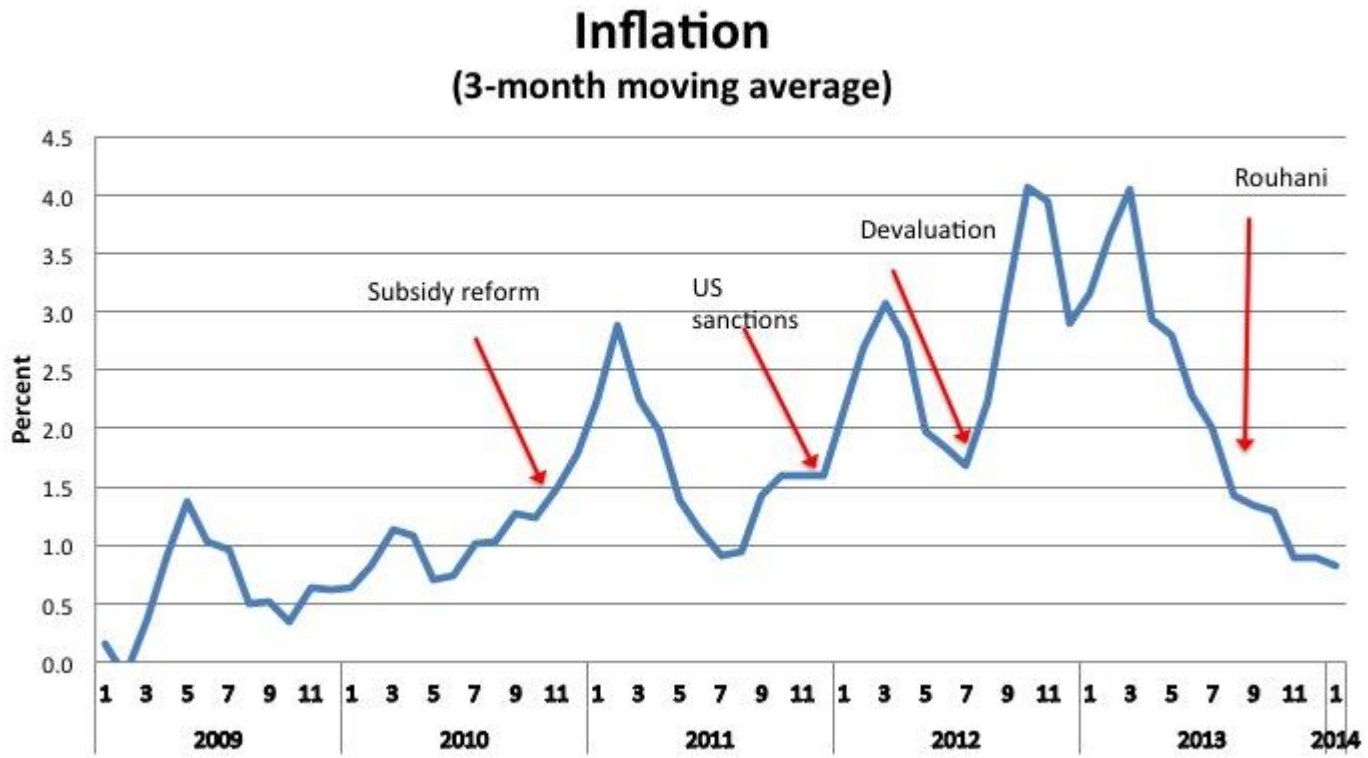
Graphs and Tables

- Keep it simple
- Nothing disturbing



Graphs and Tables

- Keep it simple
- Nothing disturbing



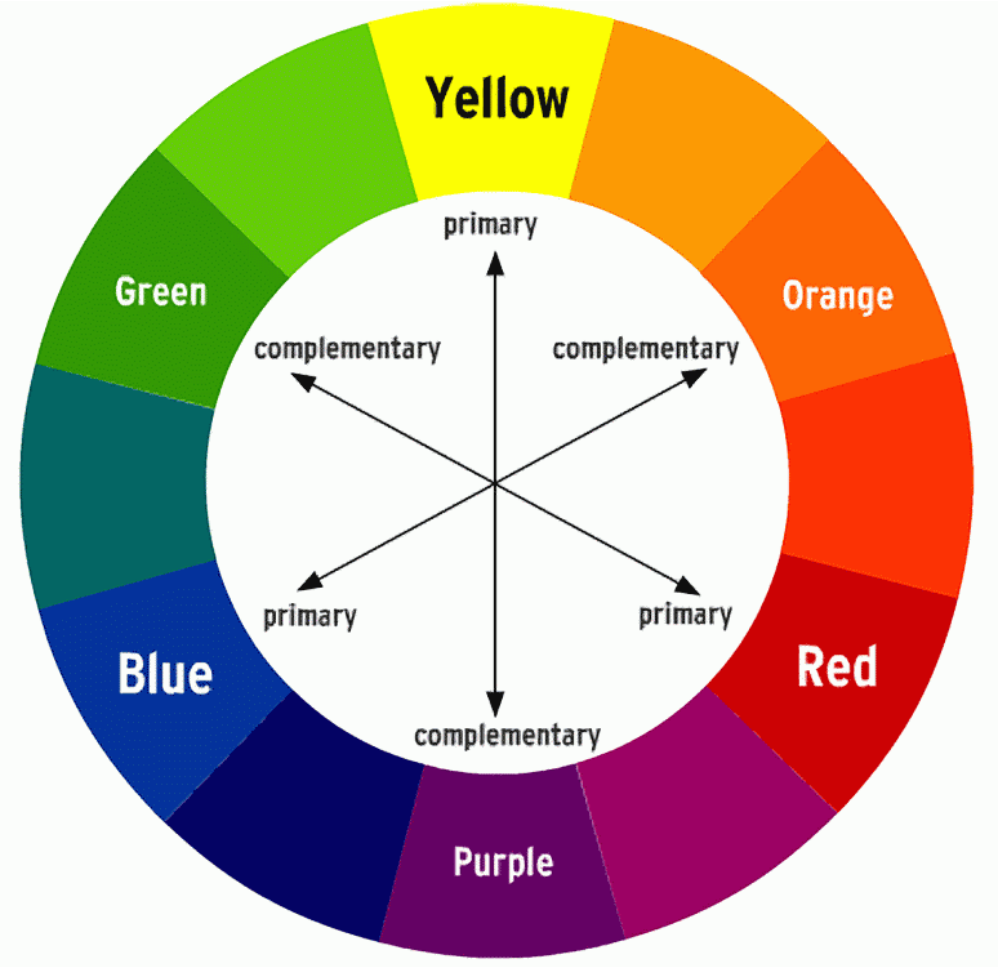
Software to use

- Inkscape
- Indesign
- Illustrator
- Power Point

- DTU templates

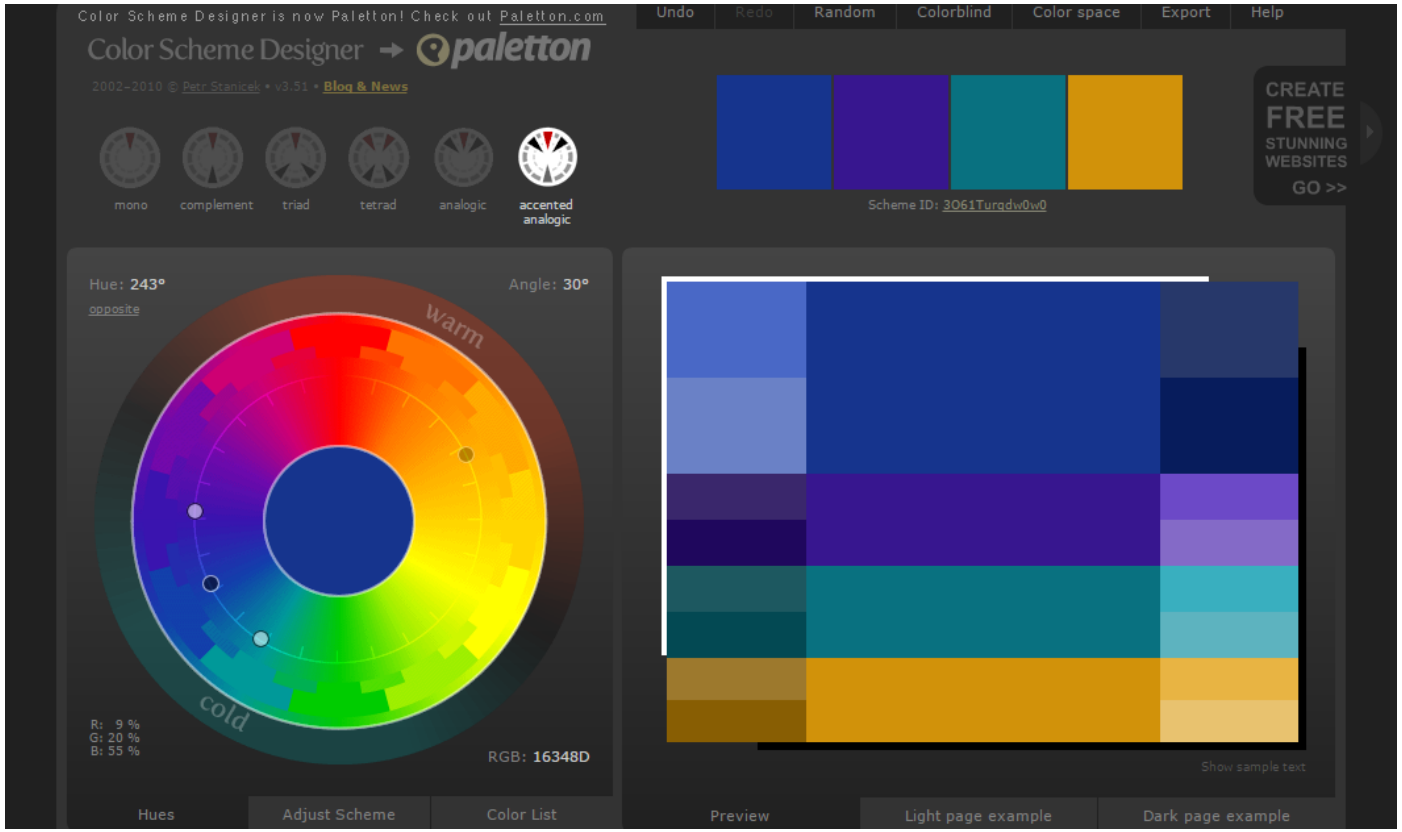
Posters as a science

- Complimentary colors



Posters as a science

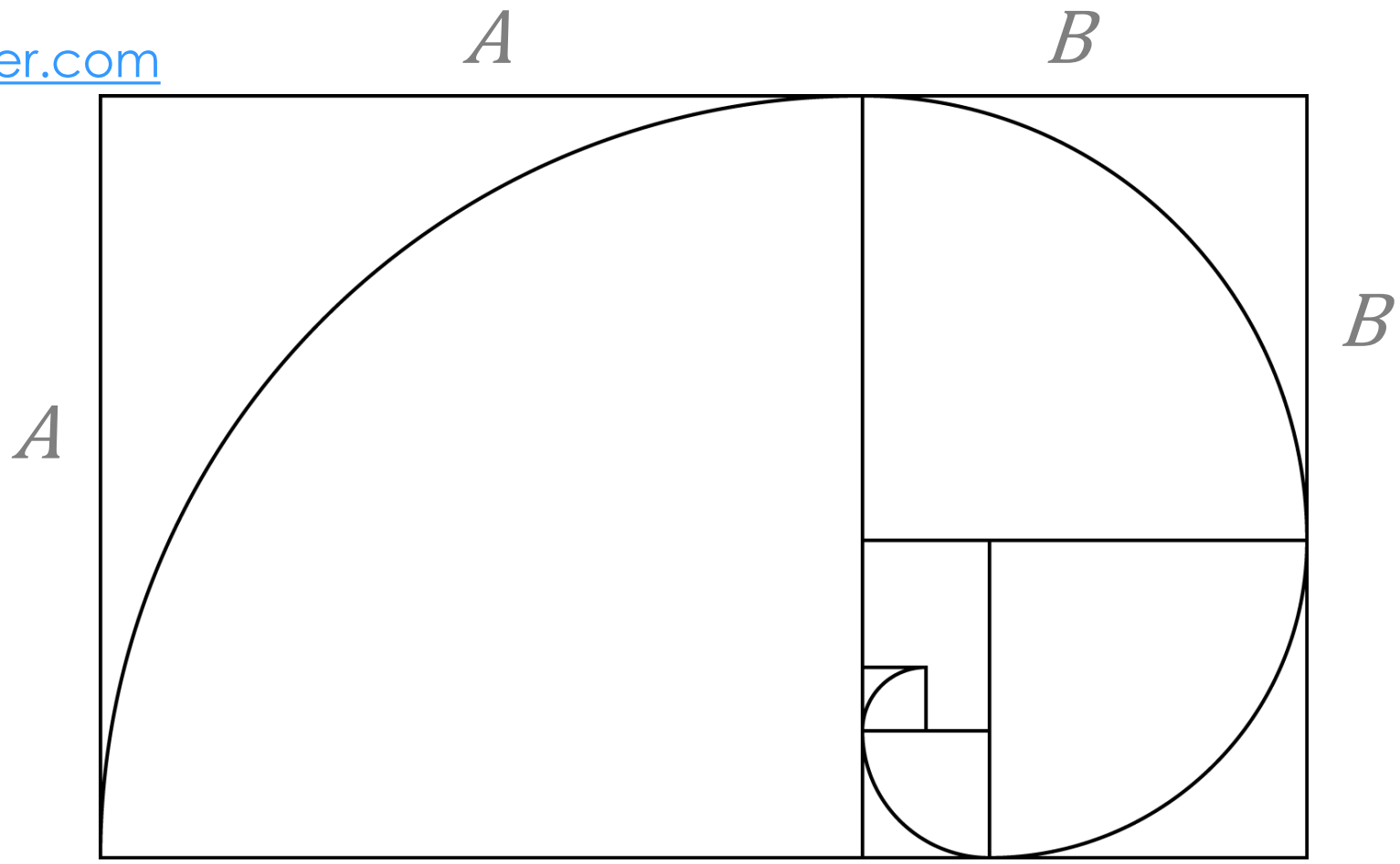
- Complimentary colors
  - http://paletton.com
  - http://colorschemedesigner.com



Posters as a science

- Complimentary colors
  - http://paletton.com
  - http://colorschemedesigner.com

- Golden ratio
  - $\frac{A+B}{A} = \frac{A}{B} = \varphi$
  - $\varphi = \frac{1+\sqrt{5}}{2} = 1{,}61803$



Thank You For Now

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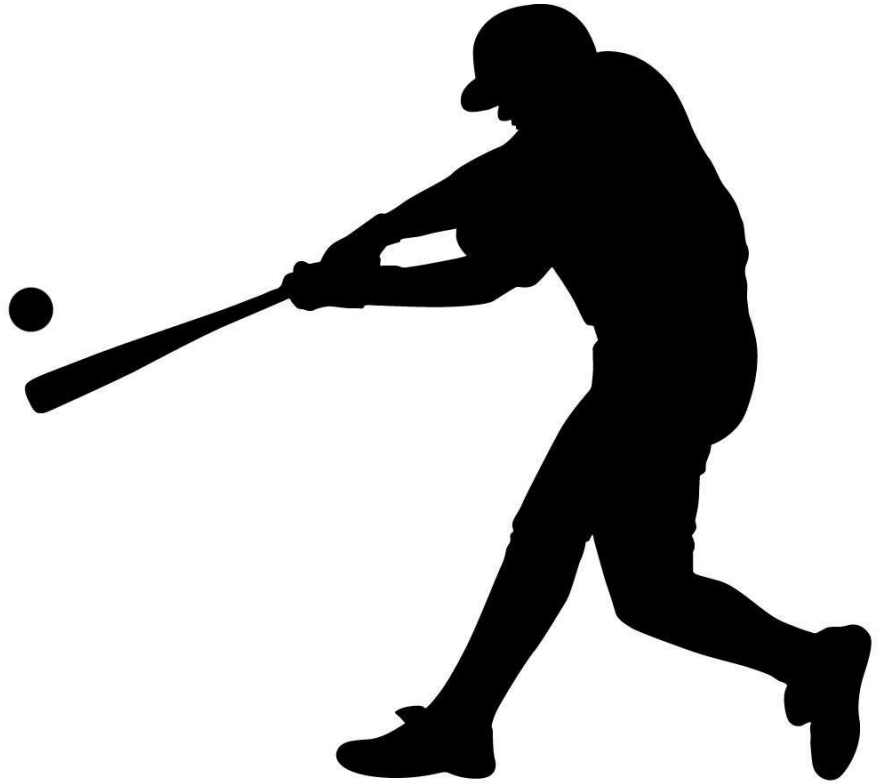
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