

# Pitching for policy impact



**Daisy Ouya and Abby Waldorf**  
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**RESEARCH  
PROGRAM ON**  
**Water, Land and  
Ecosystems**

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# Overview

- Why Pitch
- Policy Processes
- Develop Pitches

# About Us

“Scientists have incredible opportunities to influence public opinion and policymaking at the many conferences and events where they make their presentations. But they usually squander these opportunities,”

- Susan MacMillan, ILRI

- Nairobi: Landscapes for People, Food and Nature
- Lima: Global Landscapes Forum, COP 20
- Cameroon/Colombia: Internal Meetings
- Nairobi: ResUp MeetUp
- Nairobi: NWO-WOTRO INCLUDE Platform

# Objectives

- Influence decision makers and policy makers
- Craft and deliver messages and clear 'asks'



# Why 'pitch'?

- Short pre-prepared speech
- Informs, persuades and asks

What does it do?

- Gets your foot in the door
- Part of a long engagement process
- Puts research in context

Put yourself in your audience's shoes and ask the question



**WHY SHOULD THEY CARE?**

- Election cycles
- Do-able
- Talk Policy
- Bureaucrats or Politicians

# Example Pitch

# Principles

- Know your audience
- Human angle - **why they should care**
- No jargon - simplify
- Present your solution as **doable**
- State the **action** – your ‘ASK’
- Numbers
- Confidence = PRACTICE, PRACTICE, PRACTICE



# Three parts of a pitch

1. Opening
2. Middle
3. Close



(S<sup>2</sup>AME)

# TELL A STORY

- EASY TO FOLLOW
- EASY TO UNDERSTAND
- EASY TO REMEMBER



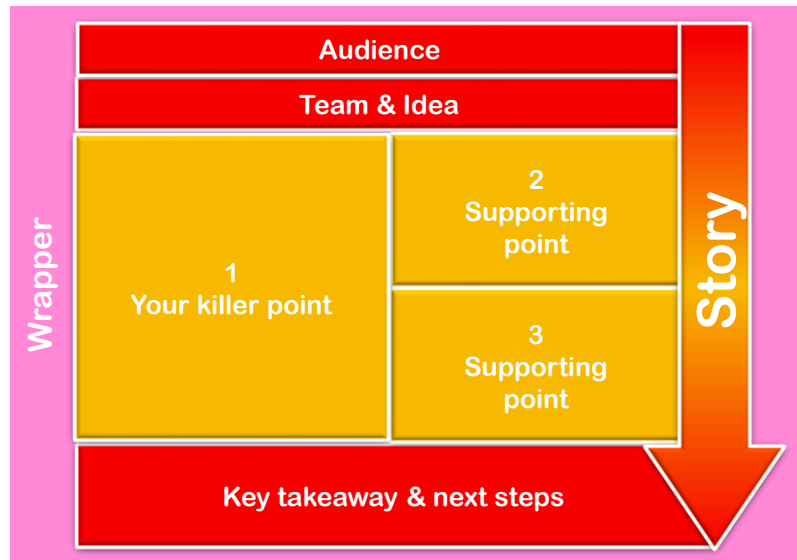
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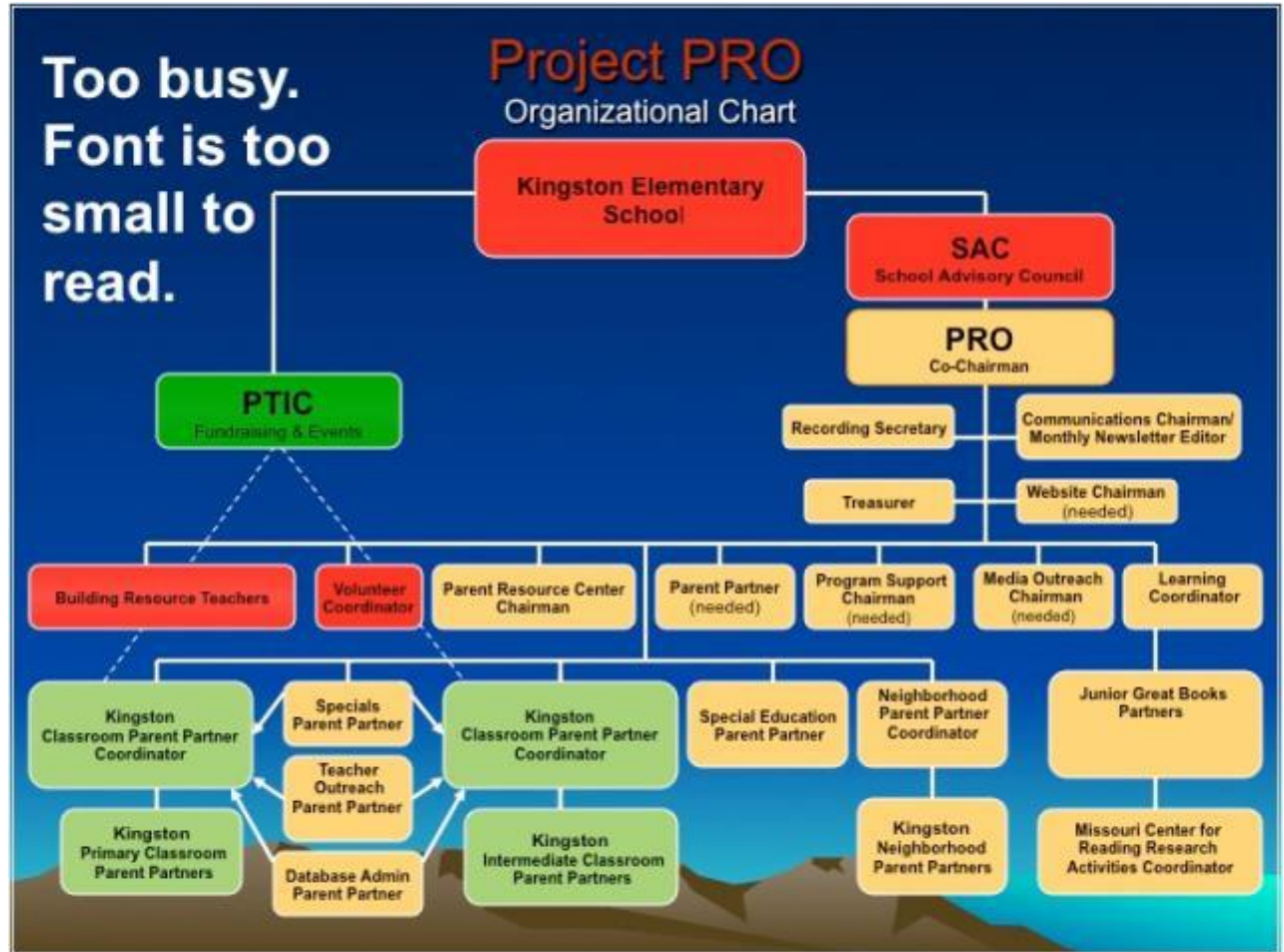
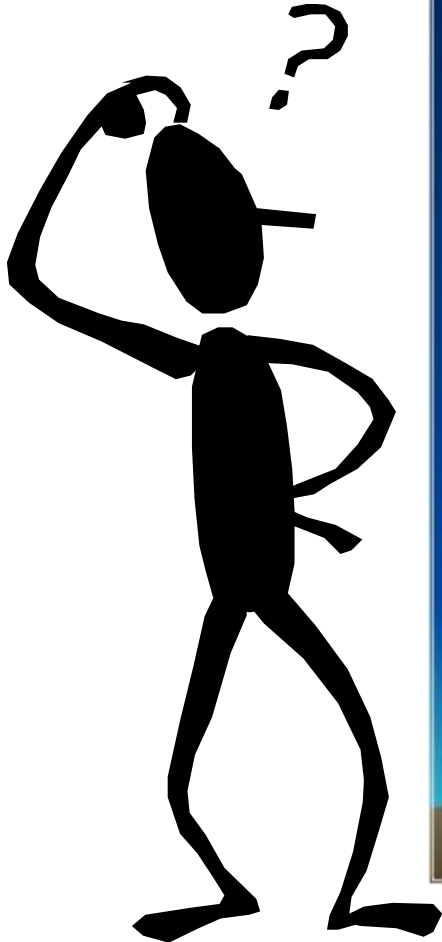
Pitching Skills (Pitching to Investors) - by Hristo Neychev

881  
views

## Pitch building blocks 1



# Simplify



**LIVE.**

# **STAY ON MESSAGE**





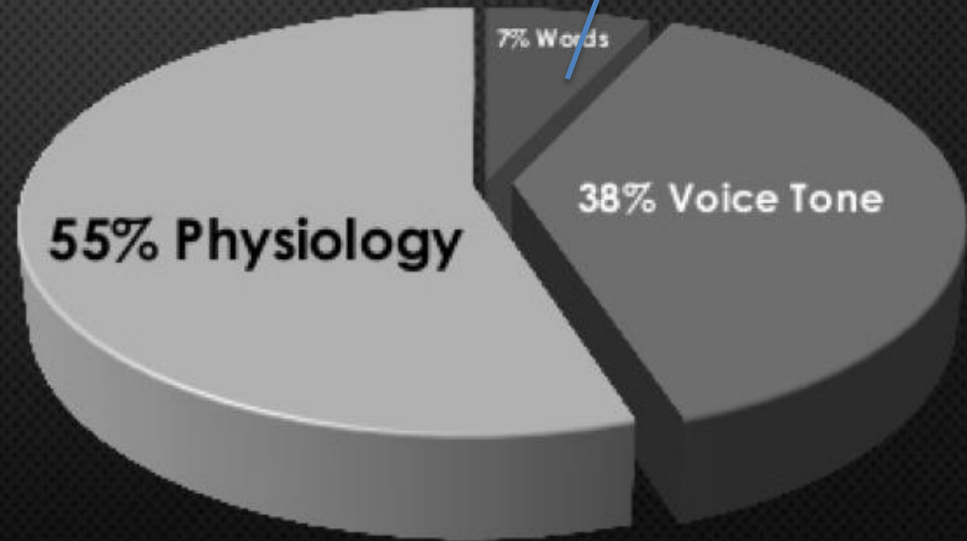
“If you want to get on a policy maker’s radar, you should be able to say what you have to say in 2 minutes”

- Susan MacMillan, ILRI

# Soft skills

7% - VERBAL

93% - NON-VERBAL



7% Words

7% Words

55% Physiology

38% Voice Tone

# PRACTICE

PRACTICE  
MAKES  
PERFECT



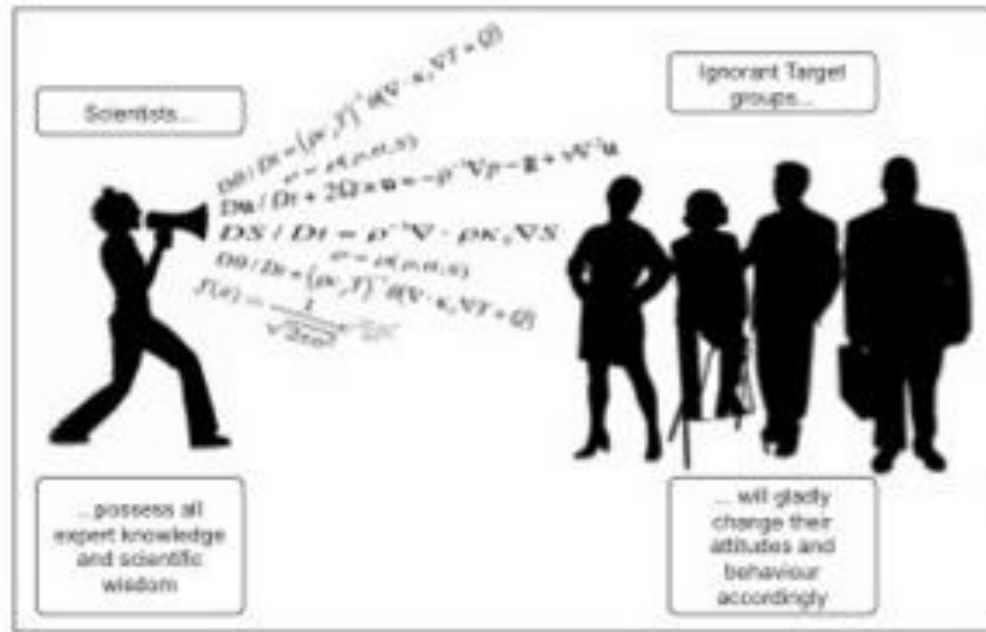


# Graphics by

- [Hristo Neychev](#)
- [Abhishek Shah](#)
- [Nathan Gold](#)
- [The Elevator Speech](#)
- [Daniel H. Pink](#)
- [Franki Chamaki](#)

# Policy Processes

- Kenya
- Ethiopia
- Uganda



Thank you!



# Project Instructions

Each project develop a pitch of 2 minutes max.:

- Identify your main stakeholder
- Determine your main 'ask'
- Provide context/evidence for your pitch
- Generate your pitch
  - Clarify your Ask
  - Develop an Opening, Middle, Closing
- Select 1 volunteer to pitch to Dragons

# Discussion

- Strategic Actors & Productive Employment:
  - Have you used your pitch since the meeting in October
  - If the opportunity isn't there – how can you create them?

# Dragon's Den Panel Instructions

- Prepare 30 sec anecdote on when you gave or received a pitch
- Would you let this person in the door for another conversation? Why or Why not?
- Does it connect with your agenda?
- Would you consider their proposal?
- Is it clear what they are *asking* you to do?
- Give 1 minute response with feedback to pitcher

# Key messaging and pitching for impact

How to influence decision makers to take up research

## LEARNING RESOURCES

<p><b>How To Pitch To Investors In Under 2 Minutes</b> <a href="#">Nathan Gold</a></p> <p><b>Video</b></p>	<p><a href="https://www.youtube.com/watch?v=q7BzmSBim7M">https://www.youtube.com/watch?v=q7BzmSBim7M</a></p> <p>This video will show you how to pitch to investors in under 2 minutes without the aid of any slides. When you are given the opportunity to pitch your company and all you have is a microphone and a panel of investors waiting for you to pitch, you need to be well scripted and rehearsed for the performance.</p> <p>The real purpose of the 2 minute pitch is to convince an investor to ask you questions that will ultimately lead to one of two outcomes. Either they will like you enough to continue talking with you or they can become a resource for you to leverage at some time in the future.</p>
<p><b>Sample "Elevator Pitches"</b></p> <p><b>Video</b></p>	<p><a href="https://www.youtube.com/watch?v=eHbpbGi7keg">https://www.youtube.com/watch?v=eHbpbGi7keg</a></p> <p>Examples of elevator pitches, made by Saint Mary's University students. The elevator pitch contest for high school and community college students is sponsored by the Kabara Institute for Entrepreneurial Studies at SMU.</p>
<p><b>The Elevator Speech</b></p> <p><b>Video</b></p>	<p><a href="https://www.youtube.com/watch?v=LDpe9StfGTA">https://www.youtube.com/watch?v=LDpe9StfGTA</a></p> <p>Always be prepared for your elevator speech. At any time you could run into someone influential, so you need to be ready to introduce yourself in a positive way.</p>
<p><a href="#">Sean Wise</a></p> <p><b>Video</b></p>	<p><a href="https://www.youtube.com/watch?v=Tq0tan49rmc">https://www.youtube.com/watch?v=Tq0tan49rmc</a></p> <p>The CBC's business reality series, Dragons' Den, is where contestants pitch their business ideas to 5 multimillionaire investors in an effort to acquire the funding they need to make their business come to life. The way to succeed is to master the "elevator pitch." Mentor Capitalist, Sean wise explains how.</p>
<p>6 Elevator Pitches for the 21st Century</p> <p><b>Video</b></p>	<p><a href="https://www.youtube.com/watch?v=XvxtC60V6kc">https://www.youtube.com/watch?v=XvxtC60V6kc</a></p> <p>From tweeting to rhyming, bestselling author Daniel H. Pink gives you six new pitching techniques from his latest book, TO SELL IS HUMAN.</p>

	Join the BOOKD forum on Goodreads: From tweeting to rhyming, bestselling author Daniel H. Pink gives you six new pitching techniques from his latest book, TO SELL IS HUMAN
<a href="#">9 Tips For A Great Sales Pitch</a>  <b>Slideshow</b>	<a href="#">9 Tips For A Great Sales Pitch</a>  <a href="#">Abhishek Shah</a>
<a href="#">Pitching Skills (Pitching to Investors) - by Hristo Neychev</a>  <b>Slideshow</b>	<a href="#">Pitching Skills (Pitching to Investors) - by Hristo Neychev</a> Pitching skills and communication strategy when pitching your idea to investors, accelerators, potential co-founders, key employees, etc.
Franki Chamaki  <b>Slideshow</b>	<a href="#">Pitch like a rockstar idea pitching framework</a> Franki specialises in areas of Open Innovation, Crowdsourcing, Lean Startup and Design Thinking.

Compiled by

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