MODULE OVERVIEW

Pitching a project: Clarity beats charisma

Adaptive module | ~20 min

A project is often won or lost in a three-minute presentation, and pitching is wrongly seen as an exercise in charm. This module makes it an exercise in clarity: six questions to get clear first, a five-point structure from problem to ask, and presence actions that carry the message, stage fright included. One useful warning: hand AI a vague project and it comes back as well-written vagueness.

LEARNING OBJECTIVES

01 Clarify your project before presenting it by answering the six questions a pitch is built on.

02 Structure a five-point pitch: the problem, the proposal, the how, the proven benefit, and the ask.

03 Use AI to structure and challenge your pitch, not to clarify your project for you.

04 Deliver your pitch with presence (breathing, eye contact, authenticity) and manage the stage fright almost everyone feels.

WHO IT'S FOR

Anyone who wants to see their ideas and projects through by presenting them clearly, whatever their personality.

- **Prerequisite:** none

HOW THE MODULE WORKS

Self-paced, with practice tailored to each learner.

1. **Self-assessment**: on 9 dimensions, to gauge current habits and guide the practice.
2. **Expert video**: 10 minutes, with 3 pauses for reflection.
3. **Practice scenarios**: the first 2 chosen from the self-assessment, then 16 optional ones. Every answer gets feedback: what it leads to, and one way to improve.
4. **Dated commitment**: one action to try, written by the learner or picked from the suggestions.
5. **Memo to download**: key takeaways, questions, commitment, personal notes and checklists.

ASSESSMENT AND COMPLETION

Pass mark: 80%

The score takes into account your answers to the practice scenarios, your commitment and, where relevant, any additional learning activities. Passing requires a commitment and a score of at least 80%.

METHODS & MODELS

- Curse of knowledge – Chip Heath (Stanford) & Dan Heath (Duke), "Made to Stick" (2007)
- 5-point pitch structure (why/what/how/benefit/ask) – Afthonios method
- 3 actions for presence (breathing, eye contact, authenticity) – drawn from coaching practice at Afthonios

SOURCES & REFERENCES

- Chip Heath (Stanford Graduate School of Business) and Dan Heath (Duke University) – "curse of knowledge," "Made to Stick" (2007)
- Ebrahimi et al., Frontiers in Psychology (2019) – public speaking anxiety and ways to improve
- Graham Bodie (2010) – understanding and managing public speaking anxiety
- Alison Wood Brooks (2014) – reappraising anxiety before public speaking

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