

INNOVATION PROJECT

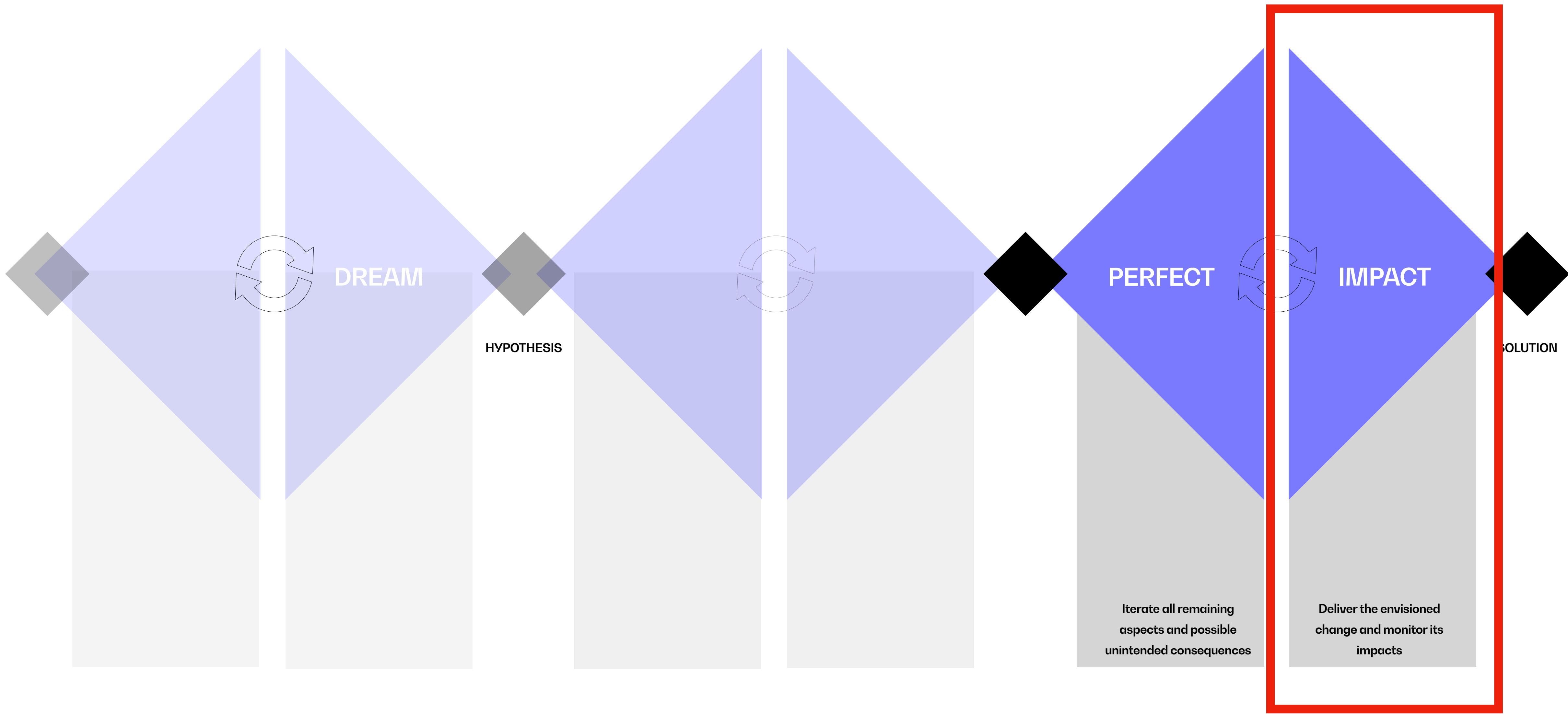
TOPICS

1

Mission 6

MISSION 6

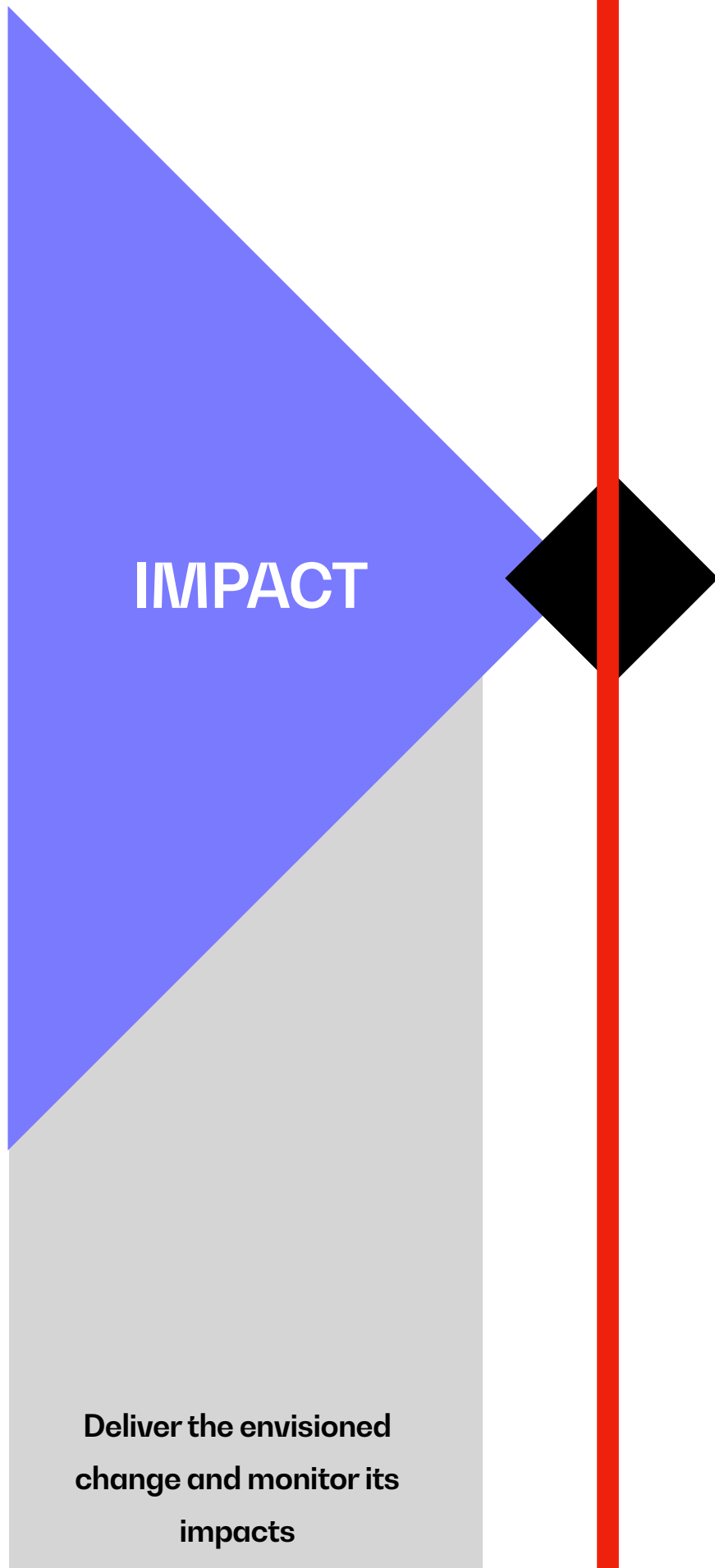
Life-Centred Visionary Innovation



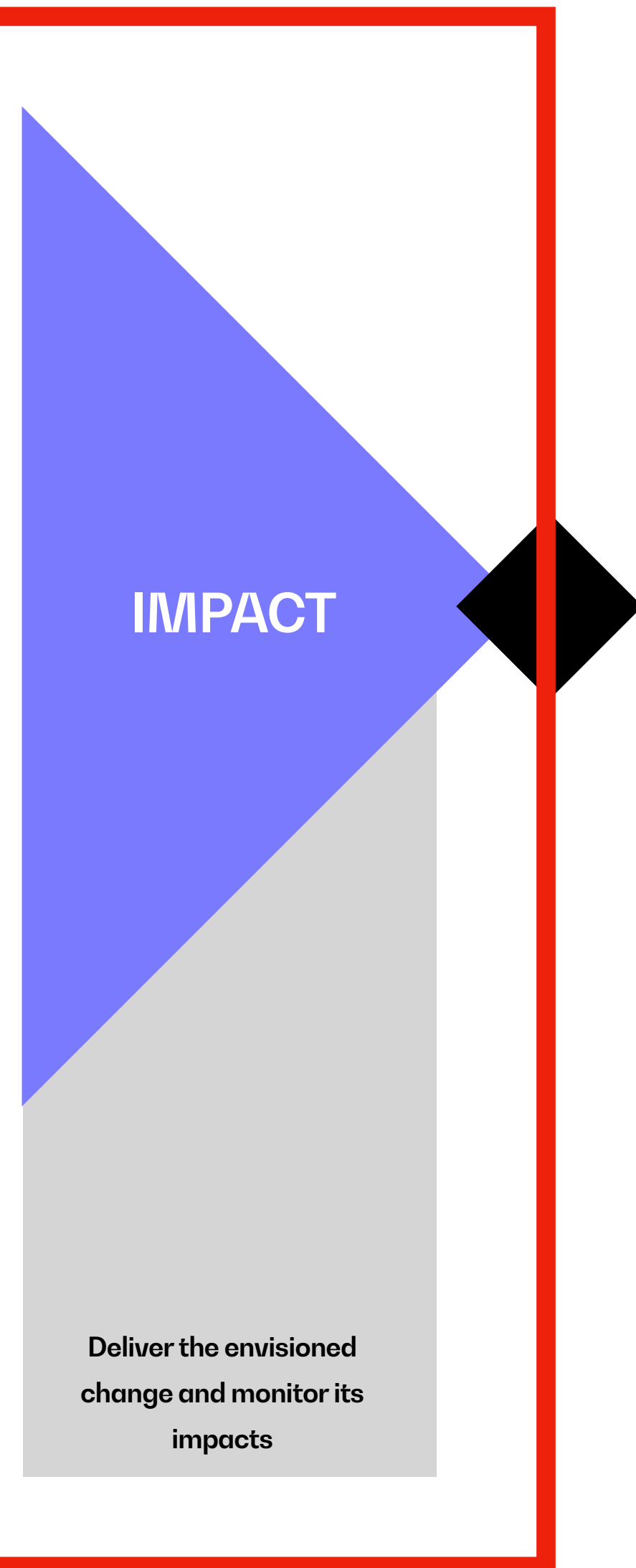
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Goal:

Make your pitch unforgettable by including something that leaves the audience dumbstruck and their jaws in the floor.



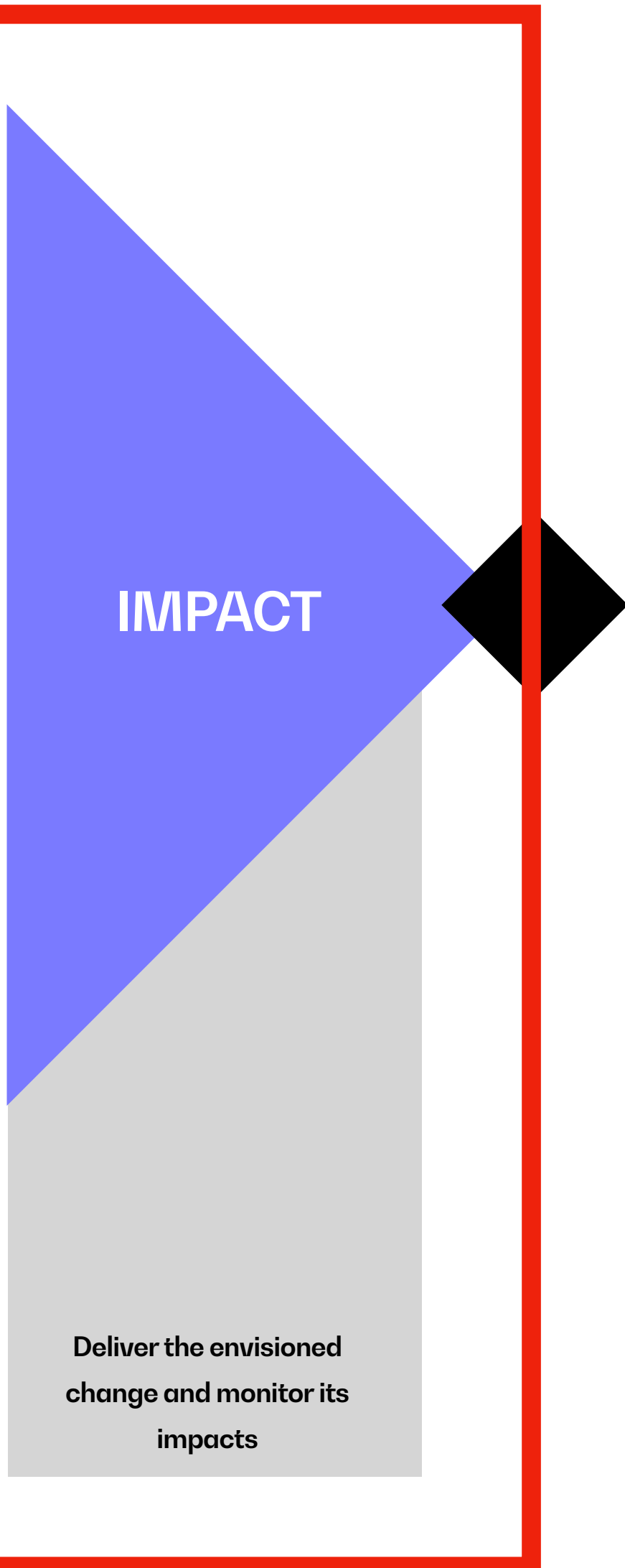
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Remember who you are pitching to:
your professors, mentors and liaisons.

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Choose well the information to include.
Don't speak at lightning speed just because you have 8 and not 20 minutes.
Keep the information that helps you win and that helps your professors, mentors and liaisons to understand the journey.

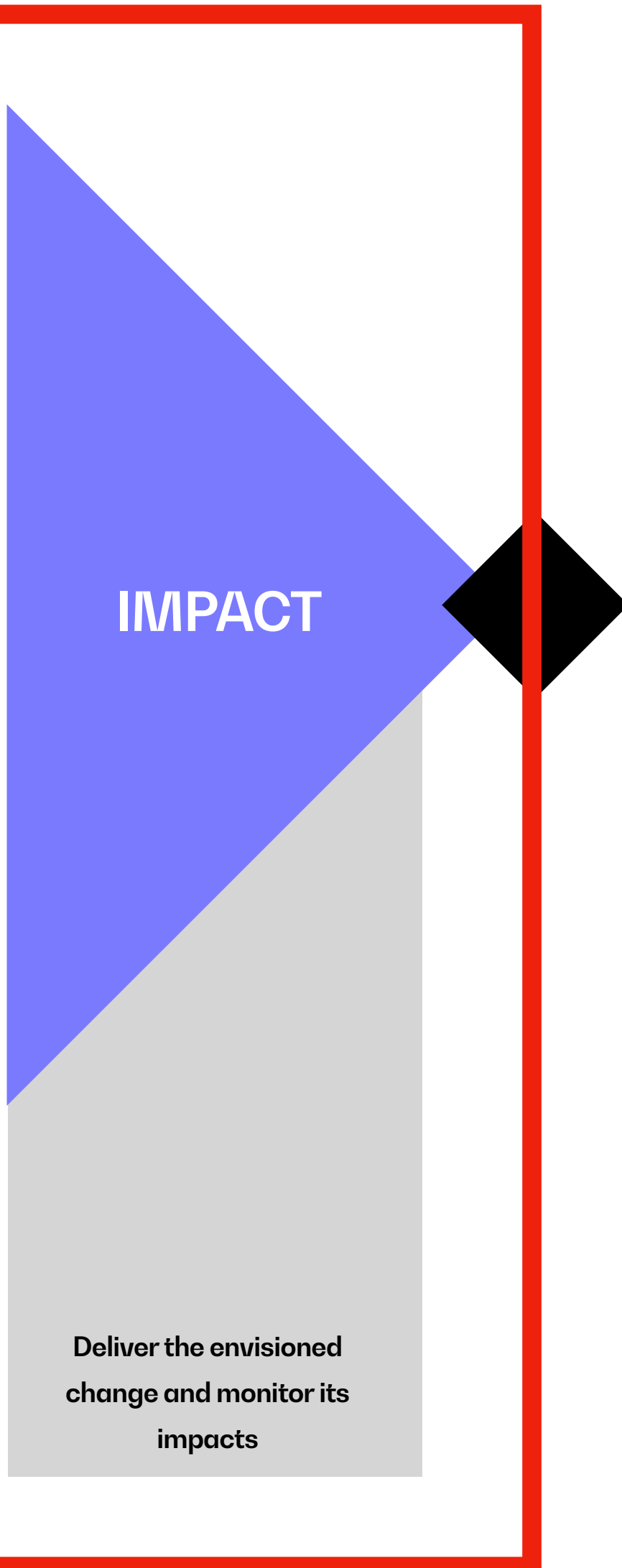


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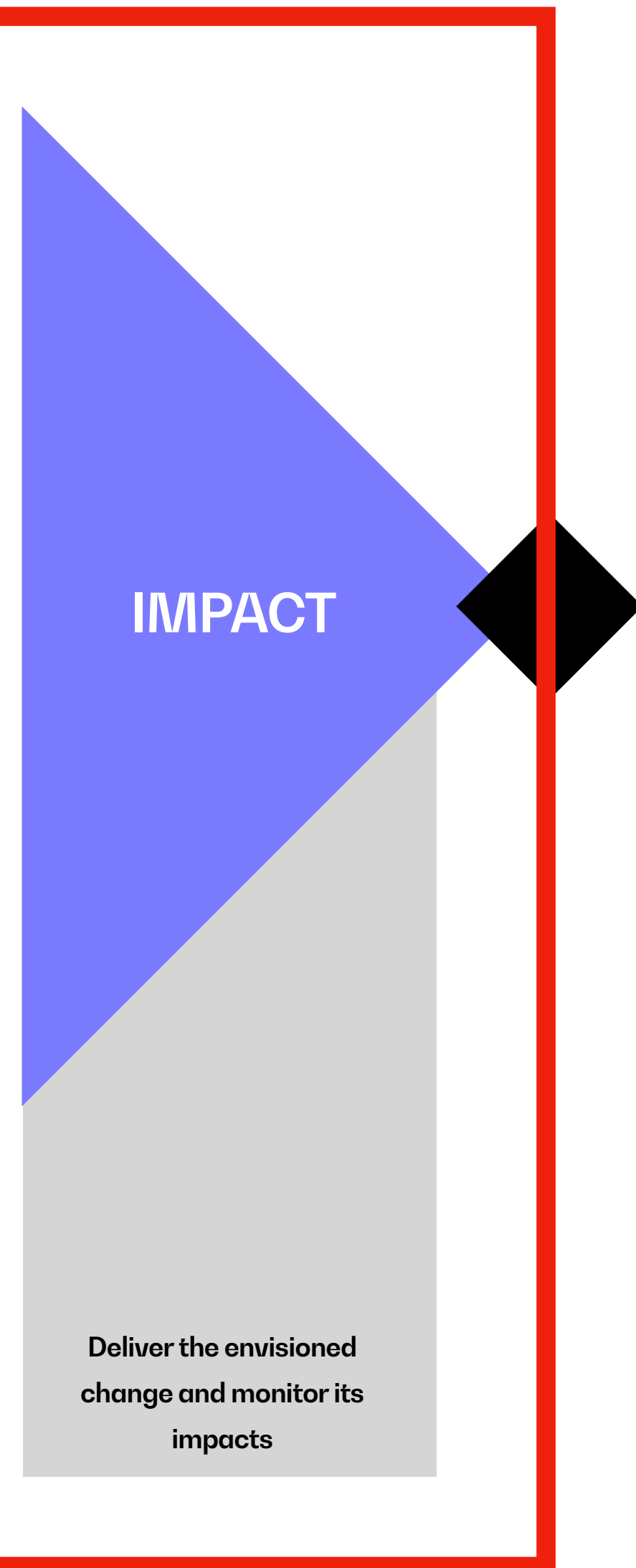
Grab the audience's attention with something new and unexpected right from the start.

End in a high point, not by saying "that's what I wanted to share".

Put some energy into your pitch!



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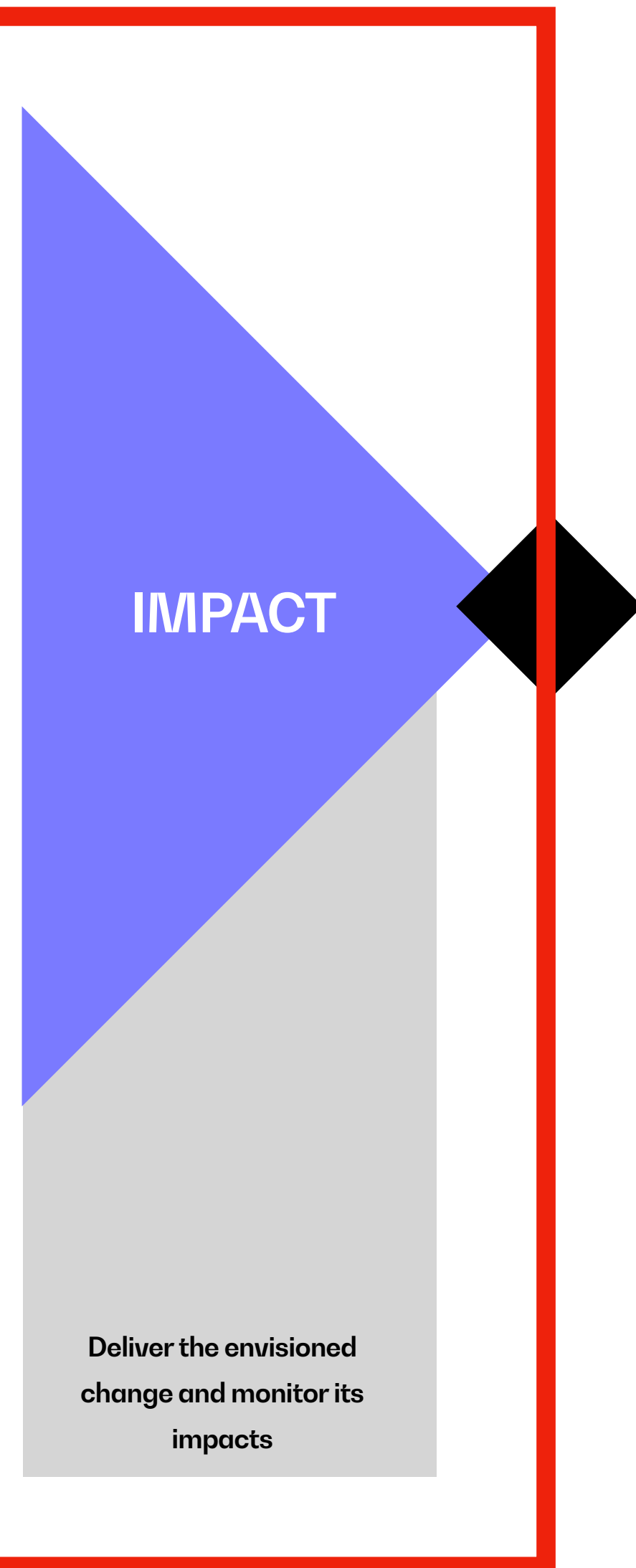


Do you still believe that you must start a presentation with a joke?

No, but do show some good humour!

Sharing a short story about an humorous experience you went will work wonders!

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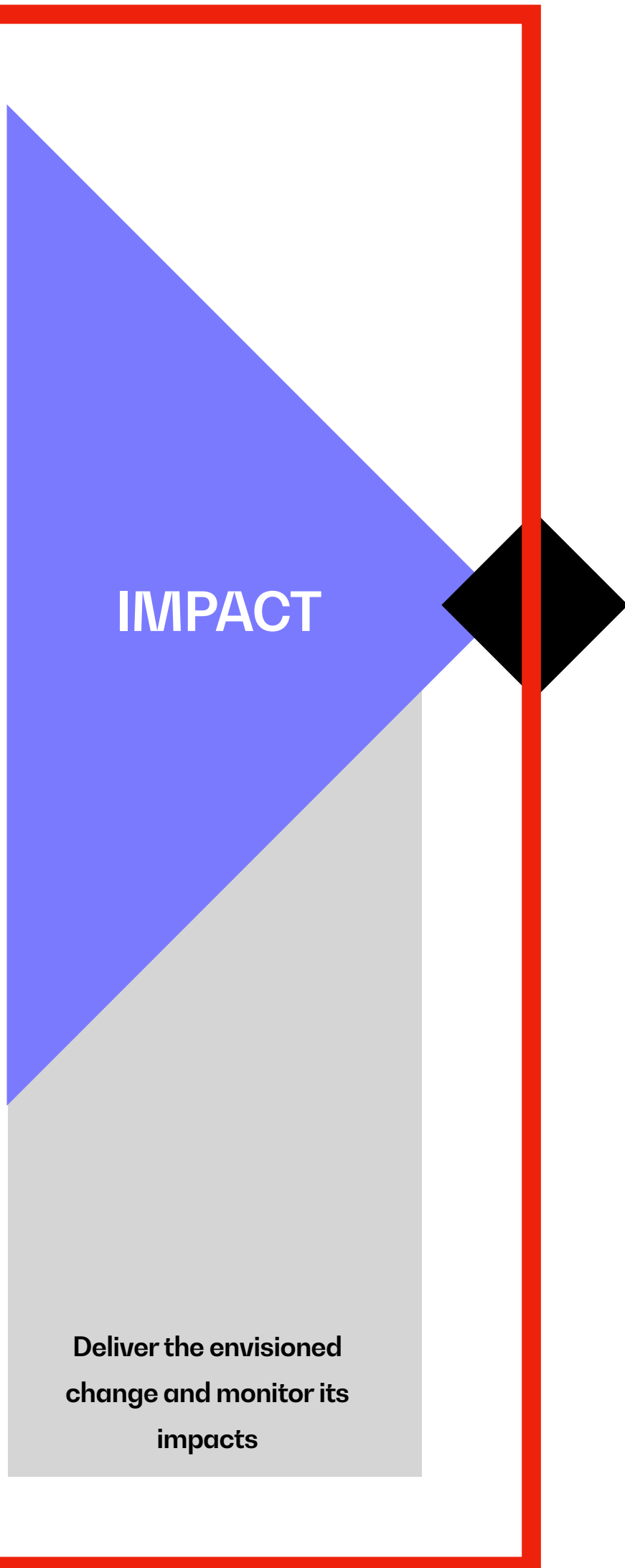
Make your pitch with the same passion you feel for the project, the problem, and your idea!

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Your slides need to be clean and only include the information you need.

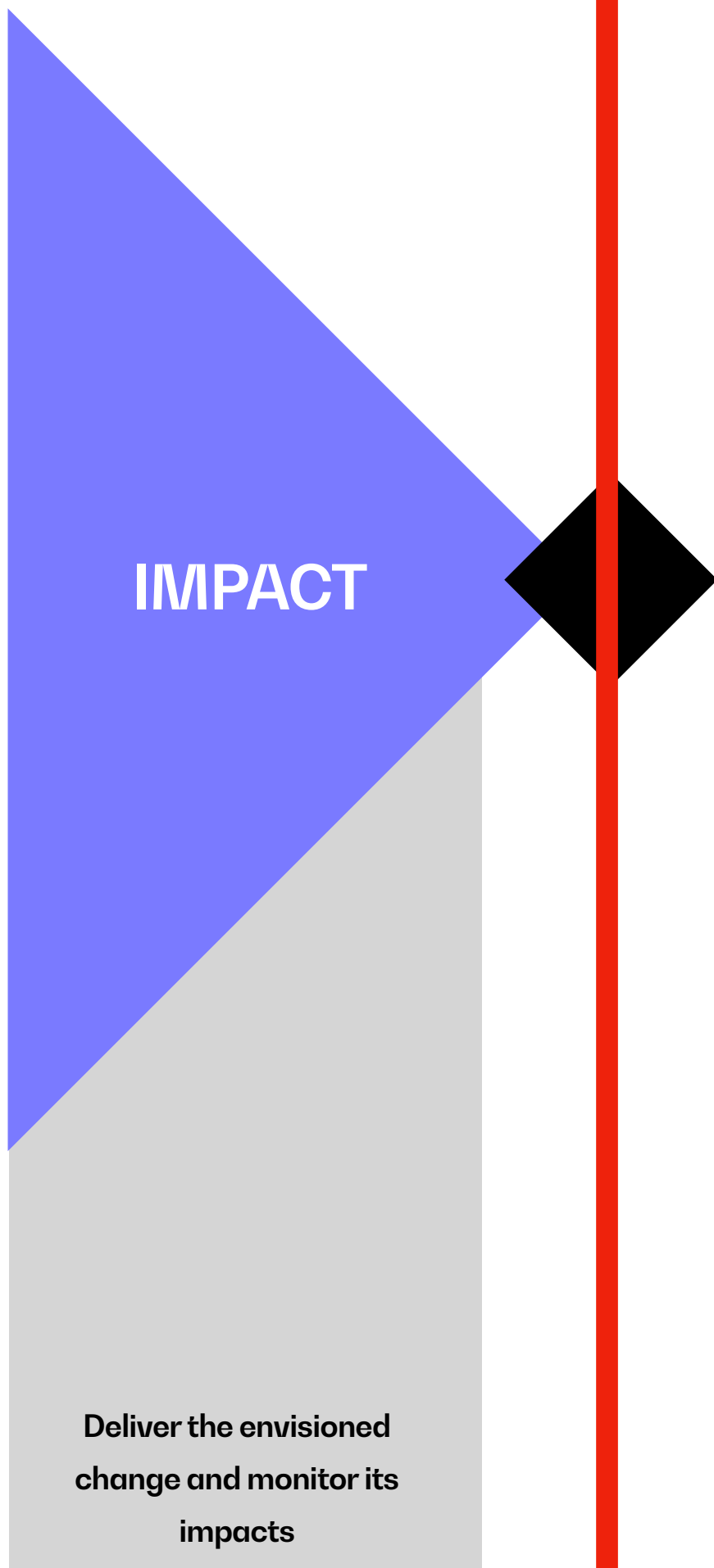
Don't overpopulate slides: it will create a barrier to understanding.

Delete absolutely everything that doesn't have a meaning.



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Are your slides easy to understand?
This is not about you sharing an idea; it's more of the ability for your audience understand what you reached the solution.



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For Q&A time, make sure you understand the question in full.

Don't assume you know the answer until the person finishes speaking.

It's terribly frustrating listening to a reply to a question no one asked.



IMPACT

Deliver the envisioned
change and monitor its
impacts

Pitch Content and structure						
Does the pitch focus on the client/audience's needs and expectations?	Does the pitch start in a captivating way to retain the audience's attention?	Does the pitch follow the suggested structures? If not, is the structure clear?	Is the idea/proposal easy to understand? Is the reasoning sound?	Did the presenter(s) show in-depth knowledge of the topic, without arrogance?	Does it include a STAR moment - powerful images, unforgettable stories, unexpected fact/numbers/stats, comparisons, stunts, and demonstrations?	Did the pitch close by either listing the main points or making a call to action?
Feedback						
Slides		Voice			Emotions	
Are the visual elements (graphics, carts, etc.) easy to understand?	Was the pace of speech ideal? Did they make pauses so the audience can breathe, understand the message and think?	Did the presenter(s) have any verbal crutches ("ah", "so", "just", "you know", "like", "ok?", "isn't it?", and others), too often?	Was the pace of speech ideal? Did they make pauses so the audience can breathe, understand the message and think?	Did the tone of the conversation vary - pace, intonation, rhetorical questions?	Did the presenter(s) smile and show passion and enthusiasm?	Did they use humor? If so, did they go beyond telling jokes/anecdotes and, instead, use self-deprecating humour
Feedback						
Eye contact			Body			
Did the presenter(s) keep eye contact with the audience in general and not just a person or a small group?	Did they look at the ceiling or floor? If so, did they return to the audience quickly?	Did they look at the slides for too long or turn your back on the audience?	Did the gestures of the presenter(s) align and reinforce the message? Were they varied or repetitive?	How was the body posture of the presenter(s)?	Were their feet slightly apart, no wider than the shoulders?	Did they walk too much, like a "caged lion", or "step forward, step back"?
Feedback						

Ability to Understand the Main Concepts of the Course			Ability to Communicate		
The presentation demonstrates a full understanding of the main principles of the innovation process / methodology	The presentation demonstrates a structured and well-founded decision making process and critical thinking	The presentation showcases the team's journey in a structured way	The presentation is clear, structured, perceivable and understandable	The presentation uses visual supports that add value and help to pass the message	The presentation demonstrates clear connections between original briefing and problem, the work developed, the decisions made by the team and possible solution(s)

/thank you.

