# Persuasive Pitching

*Mastering the art of the pitch*

## THE PROBLEM

Good ideas lose to well-pitched ones. Most pitches spend too long on the solution and never ask clearly for what they need.

## YOU LEAVE WITH

1. A pitch structure that works in three minutes or thirty.
2. Your pitch, rewritten and delivered.
3. Answers ready for the hardest questions you will get.

## LEARNING OUTCOMES

- Structure a pitch around the audience's problem and a clear ask.
- Deliver it with confidence in the time allowed.
- Handle tough questions without losing the room.

**DURATION**
Half-day, 08:30 to 12:30

**HANDS-ON**
3h15 practice, 0h30 theory (13%)

**FORMATS**
Public, in-house or incubator cohorts

**GROUP SIZE**
10 to 20 participants

**LANGUAGE**
English; French on request

**TOOLS**
Laptop

**ATTESTATION**
Certificate of attendance

## WHO SHOULD ATTEND

Founders, sales teams and project leads.

## HOW EVERY AETHEIS COURSE WORKS

| | | |
|---|---|---|
| **Labs first**<br>On your own material | **Theory capped**<br>Under 20% of the time | **Atlas follow-up**<br>Day 3, 7 and 30 |

## PROGRAMME

| Time | Block | Theory | Practice |
|---|---|---|---|
| 08:30–10:15 | **Structure.** Problem, solution, proof, ask; your pitch rewritten | 15 min | 90 min |
| 10:30–12:30 | **Delivery and questions.** Three-minute pitch; the hardest questions | 15 min | 105 min |
| **Total** | Breaks not counted | **0h30** | **3h15** |

## LABS, ON YOUR OWN MATERIAL

**Rewrite**
Your pitch, rebuilt around the ask.

**Pitch and grill**
Delivered, then questioned hard.

## WHAT TO BRING

Your current pitch or proposal.

## AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates and worksheets stay in your space.

## LEARNING PATH

| BEFORE | THIS COURSE | AFTER |
|---|---|---|
| LDR6 Business Storytelling | **LDR7 Persuasive Pitching** | LDR8 Public Speaking Skills |

## FORMATS AND PRICE

**Rs 18,000 · €350 · USD 400**

**per participant**

Half-day, excluding VAT; refreshments and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

**Training a whole team?**
We run this course in-house, with labs built on your own material →
aetheis.com