



# Pitch, Present or Persuade

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An interactive training course for teams  
who have to pitch, present or persuade online.

## About this course

This interactive team course is delivered via video conferencing.

Your team will learn how to structure and deliver a pitch or presentation online so that they engage and influence their audience every time.

They will discover how to find their natural 'authentic' voice, so they speak with confidence and gravitas. They will become aware of the body language signals they give out, learning to be physically relaxed but staying open and dynamic.

They will learn how to set up their screen and understand how sound and lighting can make it easier for their audience to hear their message.

They will learn how to 'hold' their audience when pitching and presenting, so key messages are remembered for maximum impact and influence.

This course is for anyone who has to tell a story, deliver a message or speak to another human being. It will be interactive, actionable and great fun.

## Outcomes and Objectives

Your team will:

- Understand how best to set up their screen, lighting and sound
- Develop their voice and speak from their 'emotional centre'
- Manage their body language signals
- Establish rapport quickly and easily
- Speak with gravitas and charisma
- Understand how to best structure a message
- Understand how to 'hold' their audience
- Be aware of their best energy levels when presenting
- Adapt messages to different audiences
- Pitch and present as part of a team
- Speak with or without slides
- Speak via video conference and on the phone
- Connect with every audience, every time, with impact and influence

# Course Outline

The Course has been designed for up to 15 people and will be bespoke for your team.

The Course length is three hours (with a short break from the screens). Many companies

chose to have a follow up team session a couple of weeks later to embed the learnings.

It will be fun, interactive and actionable.

Module 1	<p><b>LOOKING THE PART</b></p> <p>How you set up your screen, background, sound, lighting</p> <p>How you sit on a call</p> <p>Feedback on the team's current set up - with suggestions and advice.</p>
Module 2	<p><b>HUMAN CONNECTION</b></p> <p>How and why nerves affect us</p> <p>How to 'centre' your voice and be aware of our body language signals</p> <p>The Mini Fire Breath</p> <p>How to establish rapport quickly and easily</p> <p>The Three Zones of Communication</p> <p>How to build confidence, gravitas and charisma</p> <p>Speaking with passion and energy</p> <p>Short impromptu non-work-based conversations</p> <p>Feedback</p>
Module 3	<p><b>PITCHING AND PRESENTING ON A VIDEO CALL</b></p> <p>How to interact with others</p> <p>How to create a sense of natural flow</p> <p>The Two Second Pause</p> <p>How to chair a call</p> <p>How to present a slide deck</p> <p>Understand your energy levels</p>
Module 4	<p><b>STRUCTURING A PITCH OR PRESENTATION</b></p> <p>Great openings and closings</p> <p>The Headline Sandwich</p> <p>Pointing key messages</p> <p>Clear section gear changes</p>
Module 5	<p><b>INTERACTIVE Q + A</b></p> <p>Discussion of challenges and experiences around pitching and presenting on video</p> <p>Detailed feedback and suggestions</p>



Robin Kermode is one of Europe's leading communication coaches working globally with CEOs, senior executives, politicians, media personalities and corporate teams.

He is a popular keynote speaker and author of the best-selling book *SPEAK SO YOUR AUDIENCE WILL LISTEN*. His podcast, *THE ART OF COMMUNICATION*, has over 20,000 listeners.

Robin has been an actor for over 30 years and is a recognisable voice over artist (he is the MC of the ATP World Tour Finals each November at The O2 Arena in London).

He is a respected media commentator, contributing to a wide range of newspapers, and is the leading body language expert for The Telegraph, The Guardian and the Daily Mail.

HUFFPOST

The  
Guardian

BBC  
RADIO

The  
Telegraph

THE TIMES

Daily Mail

## What clients say

“Insightful and a welcome dose of good fun! Our ability to connect has definitely improved as a result of Robin’s techniques.”

Simon Amor, Director,  
Heineken UK

“Robin is outstanding. He delivers remarkable insights and advice with style and humour, connecting instantly with his audience.”

David Bizley, Branch Chief,  
NATO Communications

“Robin is a true expert in his field. He has a rare ability to speak to everybody, individually.”

David James, Senior L+D,  
The Walt Disney Company

“Robin has a great ability to build empathy quickly.”

Nigel Sullivan, Group HRD  
Talk Talk

**“Any leader in any field will benefit from a session with Robin, he's brilliant!”**

Sue Cheshire, Co-Founder,  
Global Leaders Academy

**“It was amazing. Robin is a dynamo - inspiring you to connect with audiences in unimaginable ways. Brilliant!”**

Jose Papa, MD,  
Cannes Lions International Festival of Creativity

**“You can't change behaviour in 90 minutes, right? Well, following this excellent workshop, I would say you definitely can!”**

Fraser Silvey, Executive Director,  
Connor PLC

**“Every member of staff has improved their skills considerably. Highly, highly recommended.”**

Philip Thomas, CEO,  
Ascential Events PLC

**“Robin hosted a tremendous ‘New Normal’ session for my team. He made it interesting, educational and, above all, fun!”**

Robert Appleby, Co-Founder,  
ADM Capital

**“I recommend Robin to anyone who has to up their game in their communications.”**

Martyn Dawes, Founder,  
Coffee Nation

**“Robin is engaging, entertaining and full of practical advice. Highly recommended!”**

Simon Buriski, Managing Partner  
Lancor PLC