

Power Pitching - Succinct Stories Workshop

Auckland: 9am – 4pm

You get one chance to make a first impression, with investors half a chance... make it count!

- Creating an engaging elevator or investment pitch is tough
- Having core messaging on your web site that potential investors or clients don't get - is plain dumb.

Great leaders may describe themselves as business owners or managing directors, but they are not. In truth, they are great visionaries and storytellers. Great storytelling at its heart is clear and succinct."

This Power Pitching Workshop is an interactive workshop where your elevator sales and/or investment pitch will be challenged and developed. The format for the day will be a short 2 hour tips and techniques seminar followed by pitch critique and development sessions.

Mark Robotham, your facilitator and coach for the day, has a great reputation of helping business owners create transformational change in their business pitch.

This is what [Sean Wilson \(CEO SYL Research Ltd\)](#) had to say about Mark and his work...



"In less than a day mark helped us construct a simple description for our complex business, where others had tried and failed.

Unlike other communications consultants, Mark understands technology. He has a great talent transforming complex technology business descriptions into simple messages wider audiences can engage with. Thanks to Mark, our last business audience thanked us for not being overly technical.

As result of working with Mark - We not only have a better pitch, but we also have greater clarity and focus in our business"



Workshop Programme:

This workshop is an interactive working session – no passengers allowed. As well as crafting your important "elevator pitch", you will learn what investors are looking for in an investor pitch. This is a high impact intensive session with rave reviews.

Workshop Agenda:

- 9 am – 11am: Pitch Workshop – Tools and Techniques
- Pitch structure and content
 - Pitch Delivery
 - You're on stage to pitch
 - Critique of your pitch
- 11am – 4pm: Pitch critique and feedback



"Sorry for the long letter, I did not have time for a short one" – Mark Twain

You leave this workshop with tips to create powerful and engaging short presentations along with tips on how to improve the impact and comprehension of your pitches.

PRESENTER: Mark Robotham:

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Mark Robotham has built a reputation as an inspirational public speaker – facilitator, sharing his pragmatic approach to leading businesses to success.

Mark has a great talent of taking complex businesses and helping them find clarity in their business strategy, messages and execution - enabling powerful results. Giving business the benefit of clarity to better engage staff, customers and investors.

Originally trained as an electronics design engineer, he spent the later part of his corporate career in international marketing working both in NZ and in Silicon Valley. After a successful career in high growth technology companies, he has spent the past 6 years inspiring and guiding NZ's emerging businesses as well as helping them raise capital.

His services include: business planning, advisory boards, pitch coaching, facilitating, public speaking and business training.

“Mark is one of the best business trainer-facilitators I have come across, his pragmatic approach and passionate style gets results – our readers love him. They go away inspired and armed with new ways to improve their business” Julie Gill – GM Business Media Fairfax, Unlimited Magazine

More details on Mark Robotham can be found on his web site www.growthmanagement.co.nz or his blog site www.succinct.co.nz