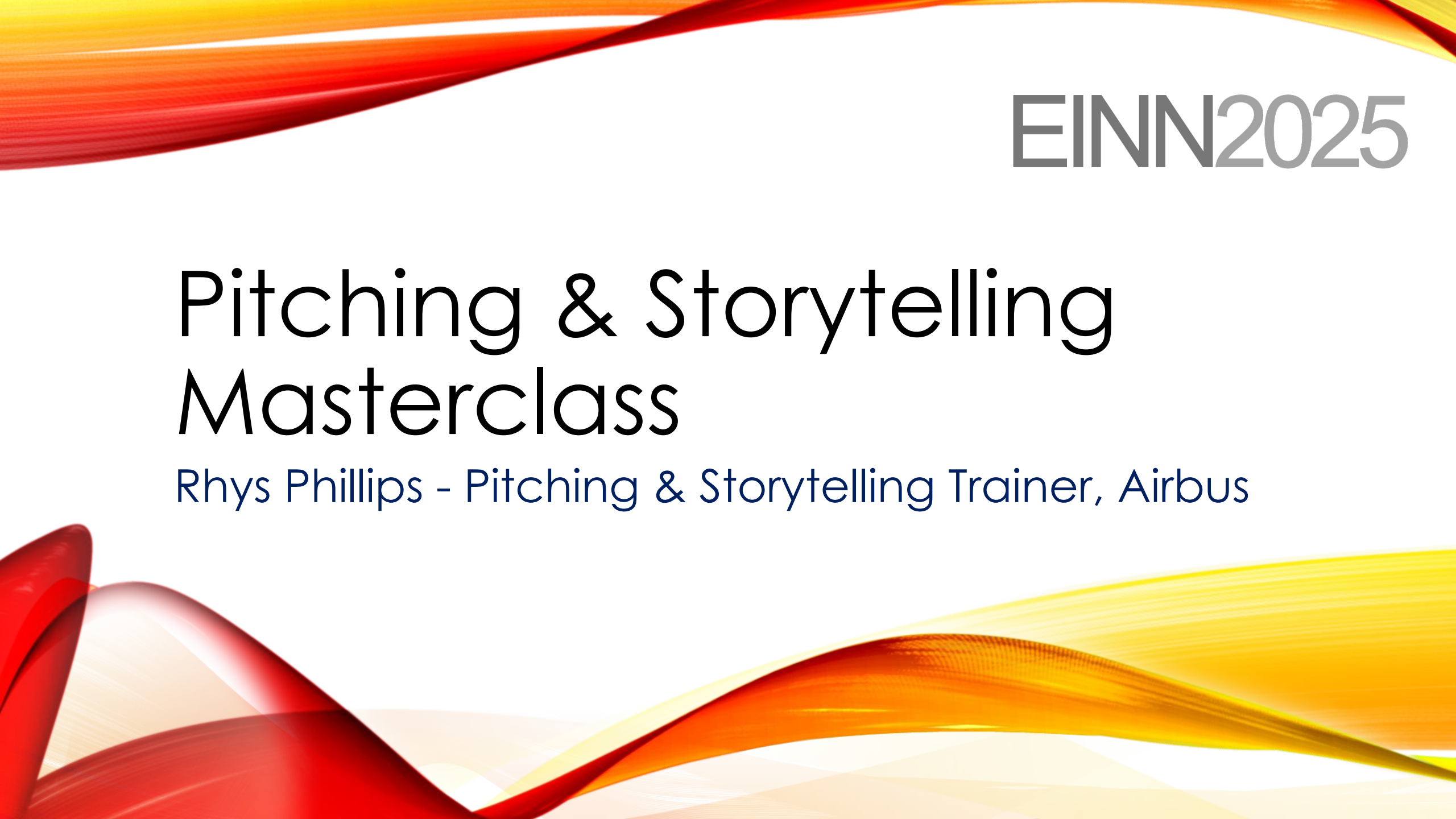




EINN2025

Pitching & Storytelling Masterclass

Rhys Phillips - Pitching & Storytelling Trainer, Airbus

DEFINITIONS

STORYTELLING is designed for entertainment, education, cultural preservation, and instilling moral values (**repeatable, memorable**)



A **PITCH** is a line of talk designed to persuade (**persuasive**)



Together we have a powerful tool to make your message memorable and persuasive (and to move people to action).

HOW TO STRUCTURE A PITCH

- The **Problem** (or opportunity)
 - The **Benefits**
 - Your **Solution**
 - Your “**Call to Action**”
- } **Bait**

The **HOOK**

can be anywhere in the pitch. It is usually a shocking statement/fact, a “sticky phrase”.



IT'S ALL ABOUT THE CONTENT!





CONTENT IS ALL ABOUT EMOTIONS

IMPACT

Understand your audience:

- Who are you talking to?
- What are their needs?
- What is in it for them in your pitch?

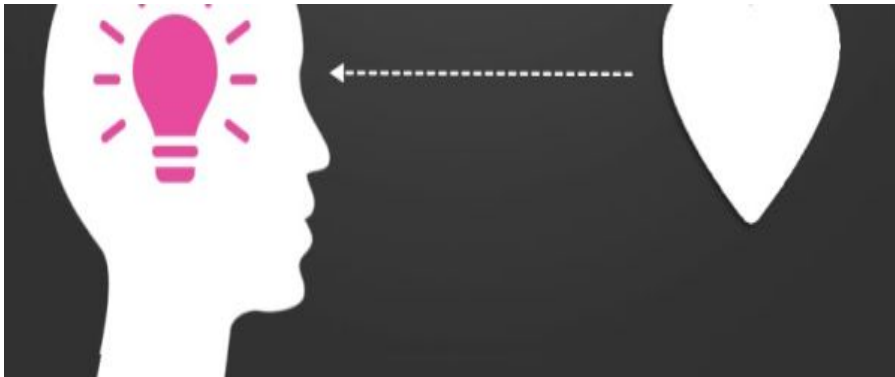
IT'S ALL ABOUT EMOTIONS...



Antonio Damasio, Professor of Neuroscience at the **University of Southern California** and author

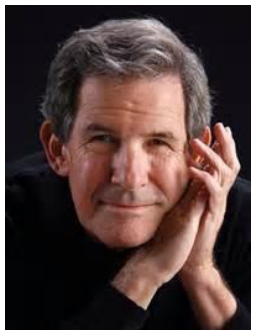
Decision making (or action) is not just based on facts, but requires emotion.

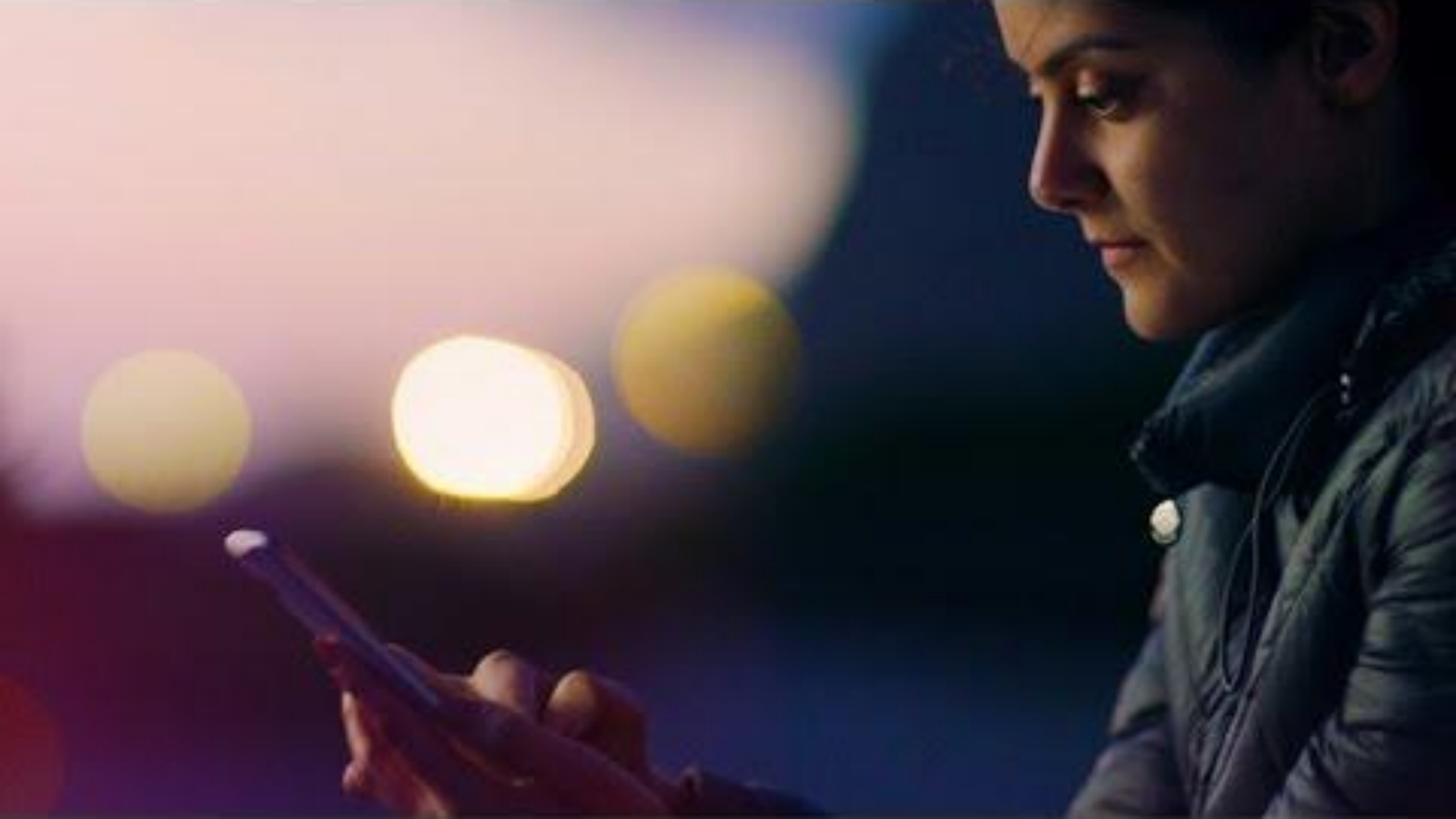
Without emotions, people cannot make decisions



"Your emotions are your best friends because they do not leave you. They bring to your attention what you need to know."

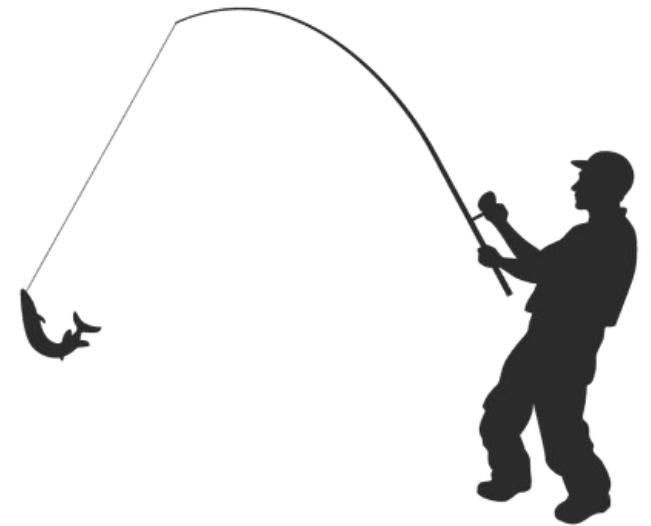
Gary Zukav





CATCH, HOLD, REVEAL

- Catch - grab the audience's attention
- Hold - build up tension
- Reveal - release the tension



SOMETIMES WE ARE BORED AND WE NEED EMOTIONS

Our brain does not pay attention to boring things.

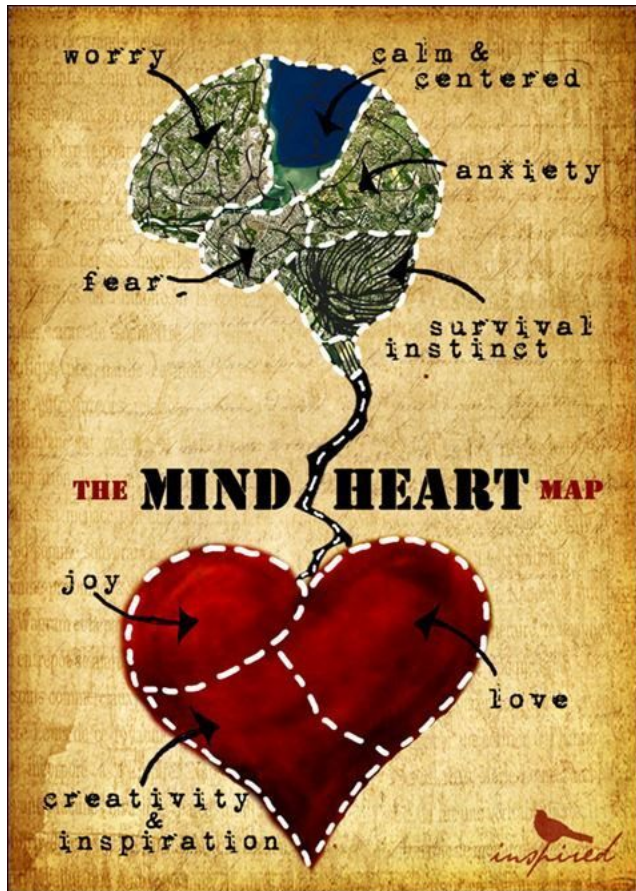


The more emotions we put in communication,
the more will be remembered.

EMOTIONS + GOOD CONTENT =
MEMORISATION

Emotions are like neon signs
telling your brain:

“Remember This!!!”



LEARNING STYLES

- Different people learn in different ways:
 - Talking about it
 - Thinking about it
 - Hearing about it
 - Doing it
 - Seeing it

**Tell stories to show
the personal context!**

STORYTELLING



Storytelling is about connecting to other people and helping them to see what you see.

Michael Margolis



WHAT DOES A STORY NEED?



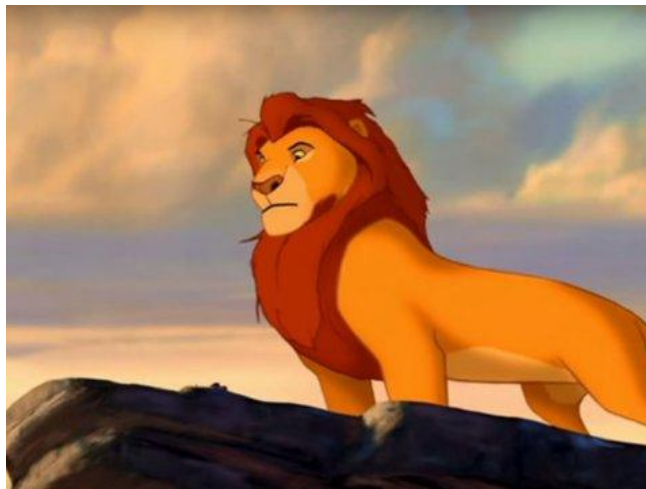
character



setting

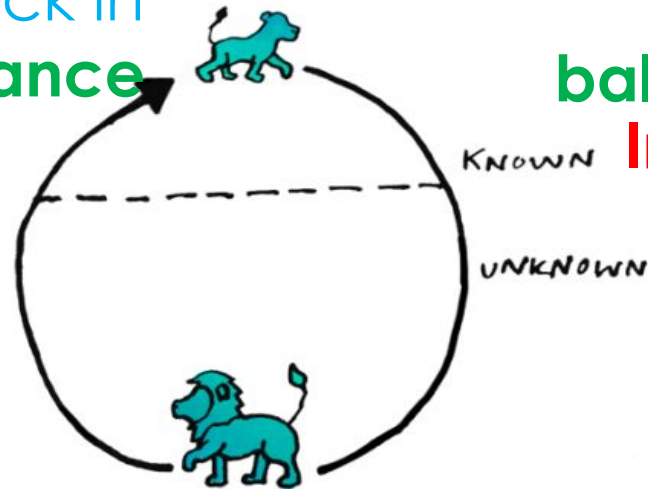


THE COMMON FACTOR?



ACKNOWLEDGE THE DARK SIDE

Hero **overcomes** the
struggle and life is back in
balance



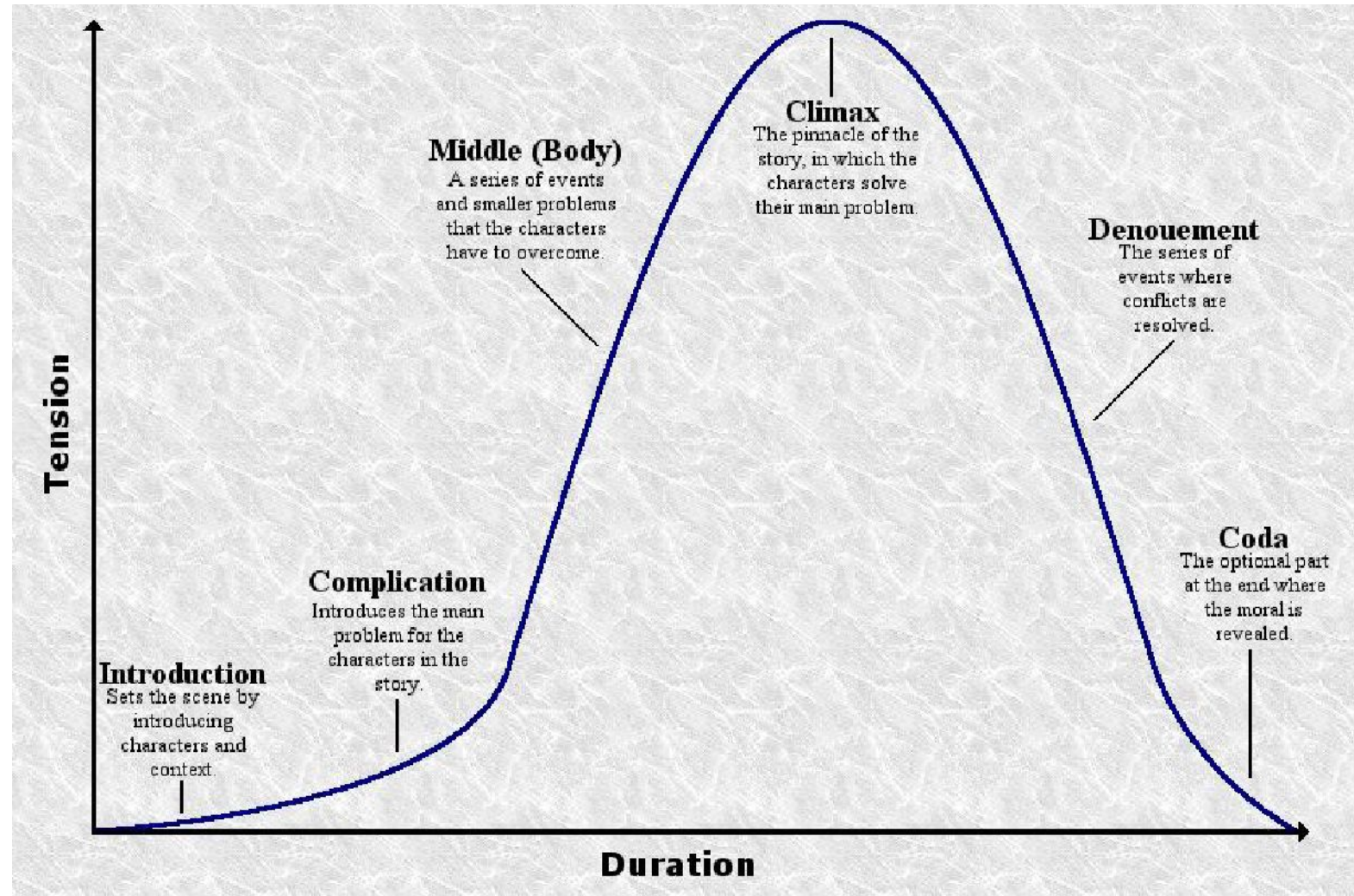
Life in
balance
Incident

Hero discovers something

Hero **struggles** between
expectations and cruel
reality

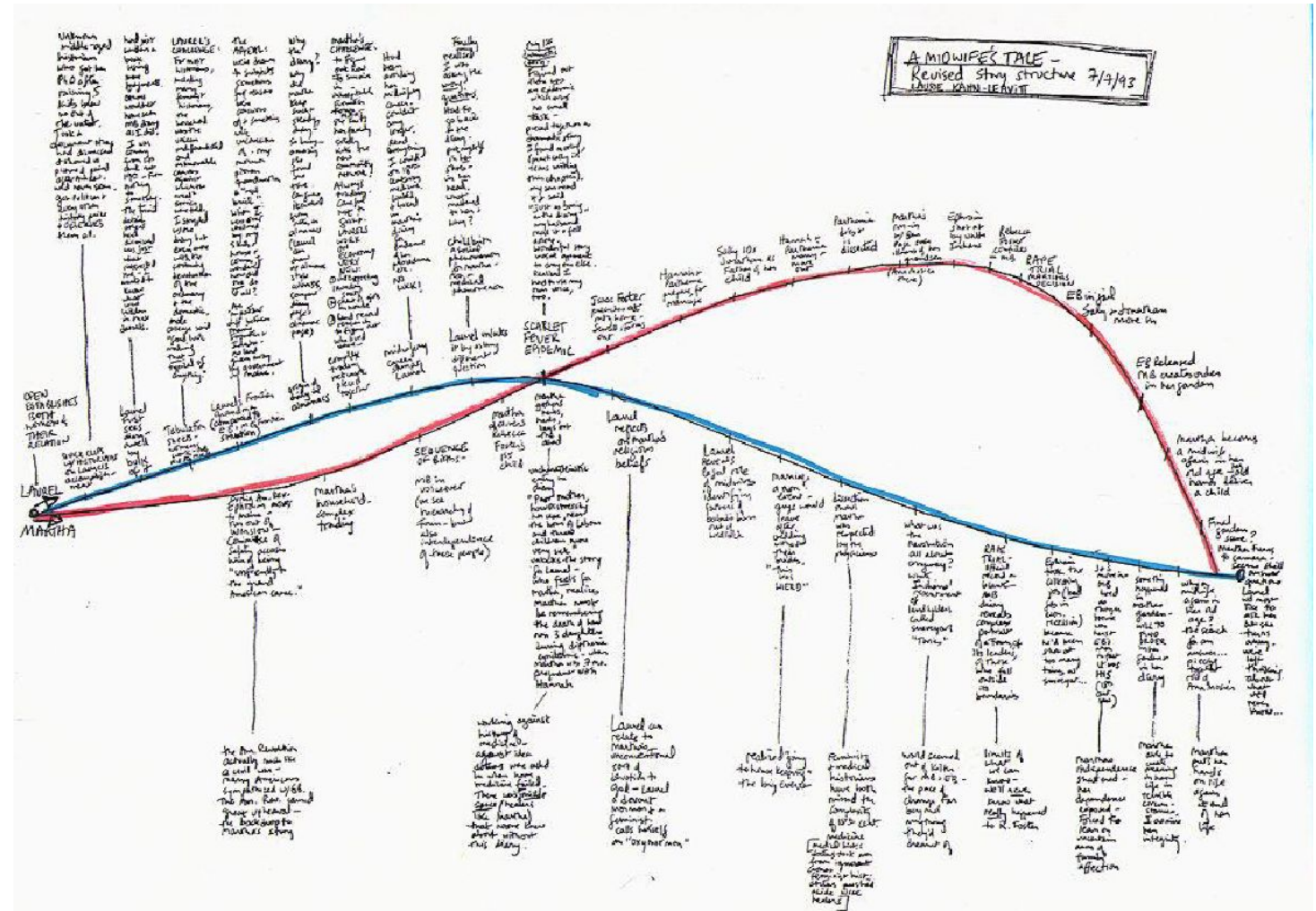
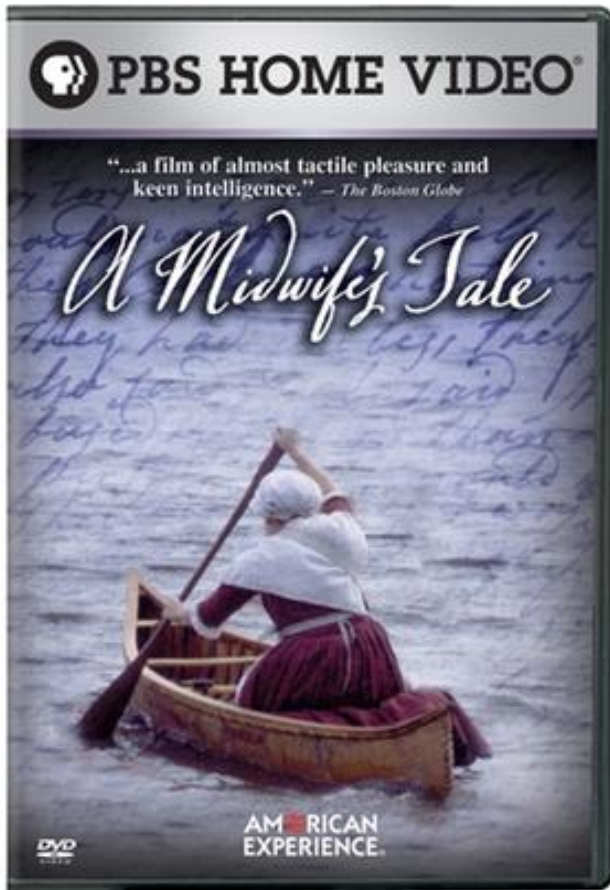
What struggle have you overcome in your project?

STANDARD STORY STRUCTURE





FOR EXAMPLE



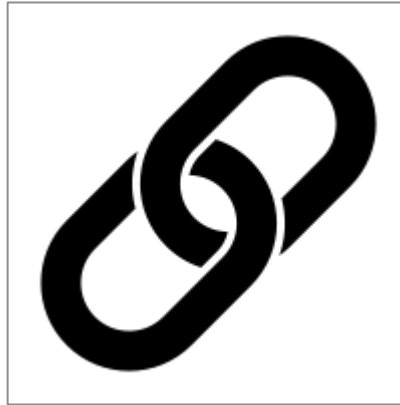
THE THREE MOST COMMON STRUGGLES



CHALLENGE

Overcoming a huge challenge

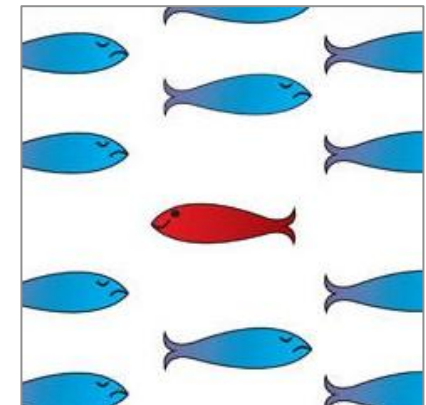
=> Inspires us to act



CONNECTION

Helping others, bridging a gap, being more tolerant, connecting people

=> Inspires people to join us, work together



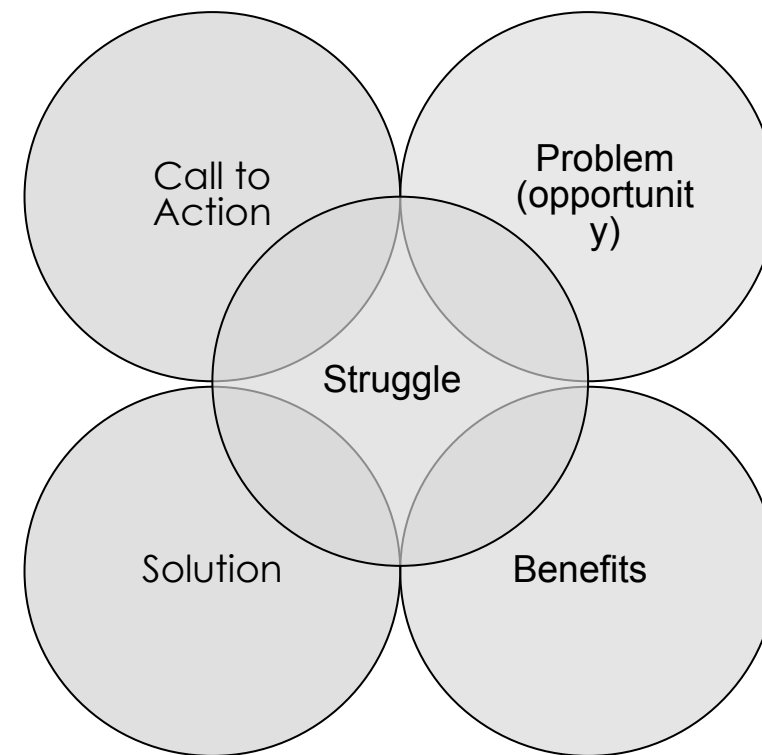
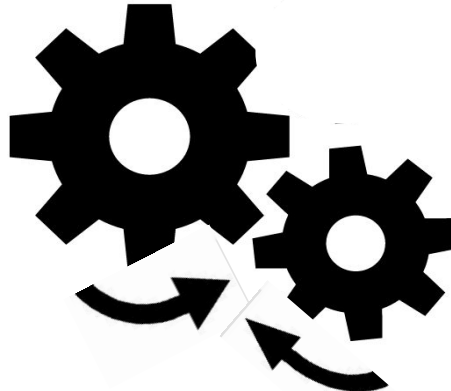
CREATIVITY

Overcoming problems with creativity, innovation, a new business model, a mental breakthrough, thinking differently

=> Inspires people to see things differently, become creative, to experiment

WEAVE IN YOUR STRUGGLE

- The **Problem** (or opportunity)
- The **Benefits**
- Your **Solution**
- Your “**Call to Action**”
- The **struggle** you had and overcame



When/how did you

dig deep

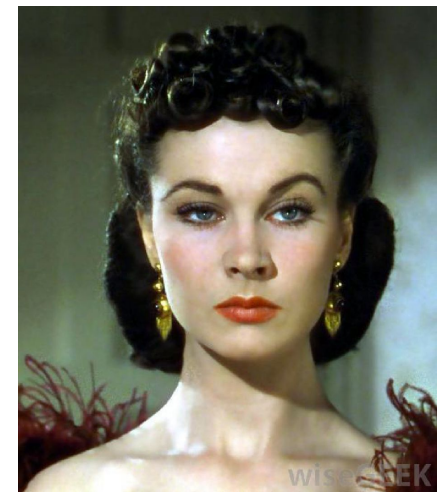
work with
scarce
resources

take action
despite risks

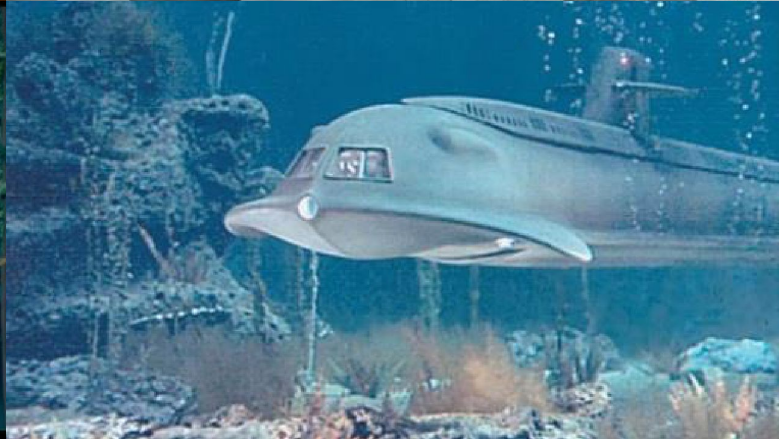
make difficult
decisions

discover truths
("ah-ha!"
moments)

CHARACTERS



SCENERY



MAKING YOUR STORY – A CHECKLIST

1. Who is the hero?



2. What is his/her life like every day? Where does he/she live?



3. What happens that changes his/her world?



4. How does he/she react?



5. What's the result of his/her reaction?



6. What's the final action?



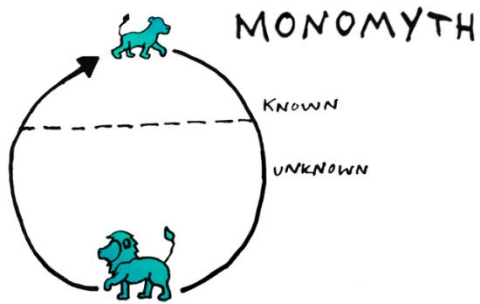
7. What changed?



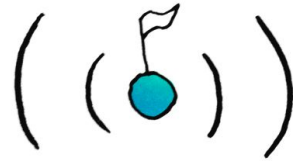
8. How is the world now?



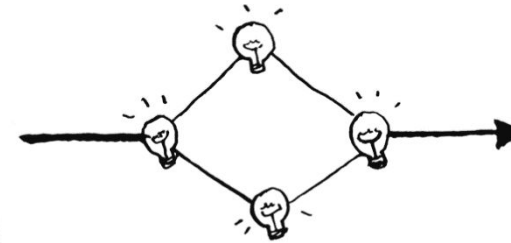
STORYTELLING TECHNIQUES



NESTED LOOPS



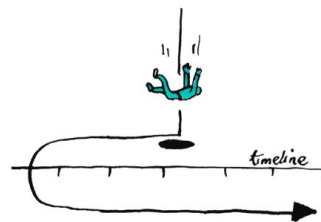
CONVERGING IDEAS



THE MOUNTAIN



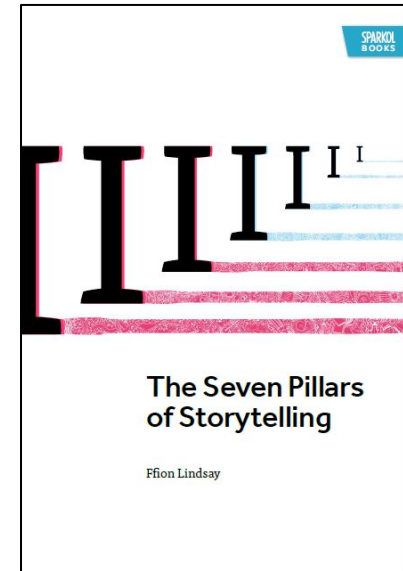
IN MEDIAS RES



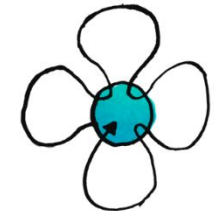
FALSE START



SPARKLINES



PETAL STRUCTURE





AUDIENCE INTERACTION

- Audience interaction reinforces your message
 - Use volunteers
 - Ask questions
 - Open questions - encourage people to talk
 - Closed questions - to get specific information
- Use props & demonstrations



ENDINGS

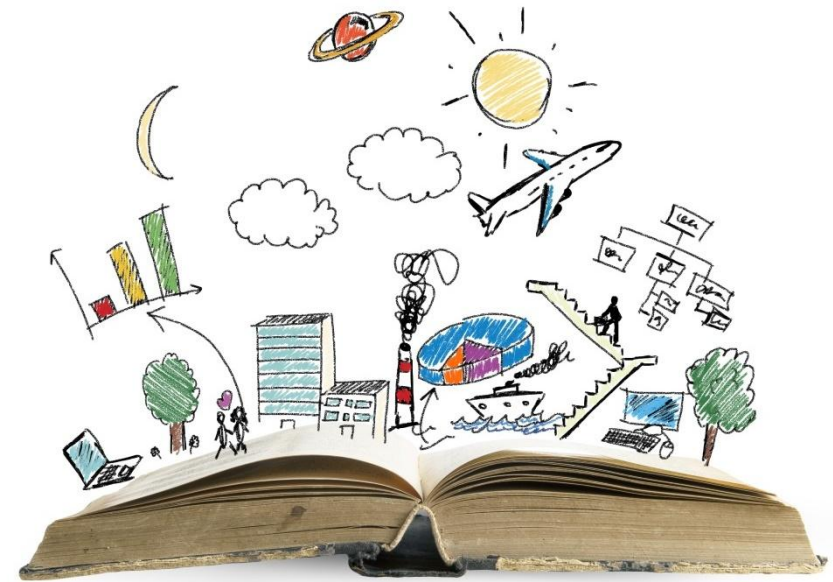
- End with a bang!
- “One last thing before I go...”
- Tie up any loose ends
- Refer to something from the start of the talk



IS IT REALLY ALL ABOUT CONTENT?



The way you tell the story is as important as the content.



The art in which a **teller** conveys a message, information or knowledge to an audience in an entertaining way.

NERVOUS?

- What are you afraid of?
 - Fear of performing badly?
 - Fear of the audience?
 - Fear that the content isn't good enough?



NERVOUS?

- Top Tips:
 - Don't panic!
 - Slow down!
 - Claim your space on stage
 - Feel comfortable
 - Know your talk



YOU NOW HAVE THE CONTENT (THE WORDS) BUT DON'T FORGET...



And finally...

**PRACTISE,
PRACTISE,
PRACTISE!**



RECOMMENDED RESOURCES

- **Made to Stick** by the Heath Brothers (book)
- **Seven Pillars of Storytelling** (e-book)
- **Toastmaster Tips** (<http://sixminutes.dlugan.com/>)
- **How Great Leaders Survive** by Simon Sinek (TED talk)



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Any Questions?

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