



ECONOMIC POWER

PERFECTING THE PITCH





INTRODUCTION

Today, we will:

- * Explore “business pitches” and create our own example
- * Analyze “pitches” from Pixar in order to learn what makes a good pitch



SEL CONNECTION



Today, we will practice **responsible decision making** by exploring essential qualities of a good pitch.





ICEBREAKER

MOVIE BALL



MOVIE BALL



- 1) Form a circle with a ball.
- 2) When the ball is passed to you, you have 5 seconds to name a movie.
Any movie!
- 3) If you can't name one in 5 seconds you're out!

Try it with other categories such as music artists, food or video games!





LESSON PART ONE

PERFECTING THE PITCH

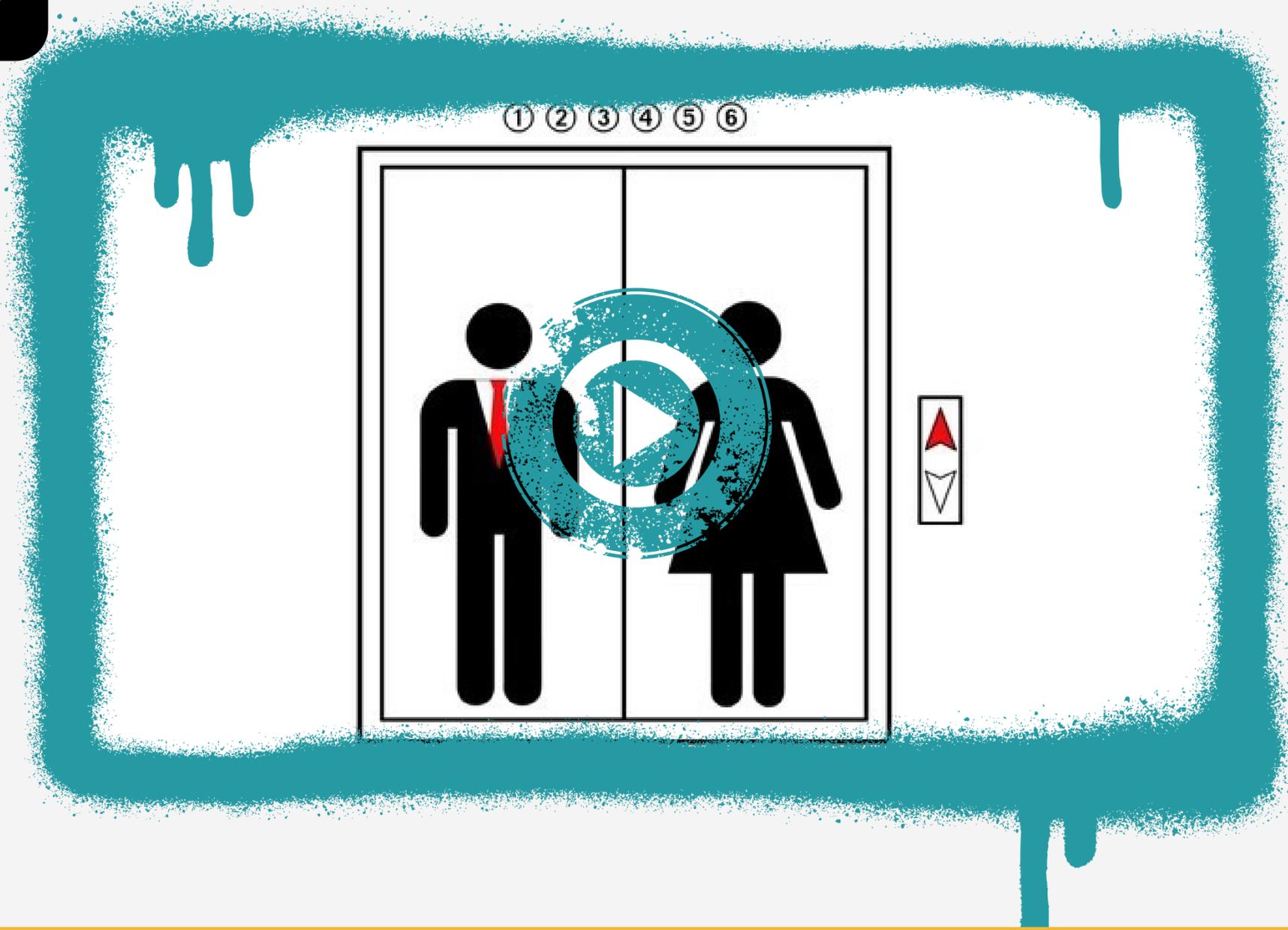


LESSON: PART ONE



PERFECTING THE PITCH

Watch the video "6 Elevator Pitches for the 21st Century."





PERFECTING THE PITCH

1) Read this article about the Pixar Pitch.

2) Review and discuss Pixar's 6 sentence template.



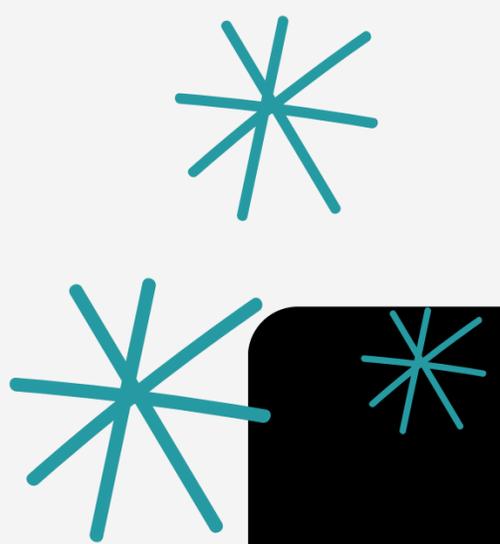
How can these sentences help construct a powerful story or pitch?

6 SENTENCE TEMPLATE

- Once upon a time...
- Every day...
- One day...
- Because of that...
- Because of that...
- Until finally....



LESSON: PART ONE



PERFECTING THE PITCH

Review the following pitch using the 6 sentence template.



PERFECTING THE PITCH

ONCE UPON A TIME, THERE WAS...

...an education crisis haunting our schools and communities across North America.



PERFECTING THE PITCH

EVERY DAY...

...large percentages of our children were not achieving proficiency in vital literacy skills to the point that some in our community even doubted whether they ever could.



PERFECTING THE PITCH

ONE DAY...

...we developed a simple and shared definition of what children had to know to be ready for school.



PERFECTING THE PITCH

BECAUSE OF THAT...

...our early childhood centers and parents became better at helping all children enter kindergarten ready to learn.



PERFECTING THE PITCH

BECAUSE OF THAT...

...teachers were free to work more on skill development for each child.



PERFECTING THE PITCH

UNTIL FINALLY...

...every child, irrespective of ethnic or economic circumstance, became a proficient reader by the end of third grade.





PERFECTING THE PITCH

- What do you notice about this example?
- Is it an effective pitch? Why or why not?





LESSON PART TWO

YOUR TURN!



YOUR TURN!

Choose one of the following topics to create your own pitch!

- Bullying
- Poverty
- Racism
- Sexism
- Unequal funding for schools
- Climate change



Use the Pixar pitch outline to create your pitch for your chosen topic.





PERFECTING THE PITCH

- What were some of your thoughts that led to you selecting the particular challenge you built your pitch around?
- What were some of your thoughts behind the solution you presented to address the challenge in your pitch?
- What did you think of the Pixar pitch as a template for developing your pitch?





LESSON
PART THREE

PERFECTING THE PITCH 2



LESSON: PART THREE



TALK ABOUT IT

PERFECTING THE PITCH 2

After exploring examples and creating our own, what makes an effective sales pitch?



LESSON: PART THREE



REVIEW

PERFECTING THE PITCH

EFFECTIVE PITCHES INCLUDE:

★ Keeping it simple.

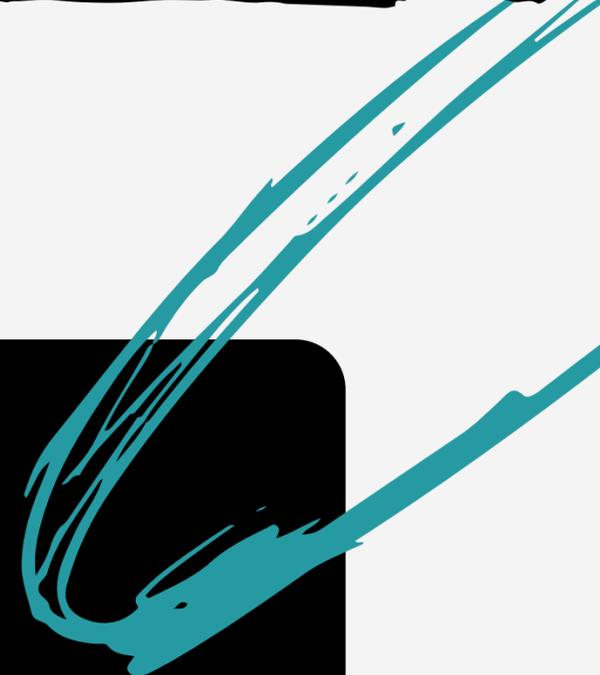
★ Adding a few powerful sentences.

★ Keeping it short.

★ Making the listener want to hear the full story.

★ Keeping it memorable.

★ Tailoring the pitch to your listener / audience.



LESSON: PART THREE



TALK ABOUT IT

PERFECTING THE PITCH 2

What settings do you see utilizing an elevator pitch as you navigate school, home and community?

