



INSIDE PITCH

INFLUENCE COACHING FOR BUSINESS PROFESSIONALS

FOR ALL BUSINESS PROFESSIONALS

Business leaders clearly see the need for breakthrough technical and operational advancements. Unfortunately, senior executives that control strategy and budget must also recognize the same opportunity. This highly participatory coaching is specifically designed to advance and demonstrate the skills of business professionals reporting to C-suite and senior executives.

CREATE CHANGE

This is a time of market disruptors and unprecedented innovations at all levels of business. Continual change, refinement, and strategic reassessment are critical to all organizations. Ensure that breakthrough business capabilities are fully appreciated and swiftly supported by senior executives.

'HOW' TO 'WHY'

Business leaders know what needs to be done and how to get it done. Executive decisions are based on strategically 'why' the business should invest in a project. Compel executive support by delivering the WHY pitch.

For more information on any of our services please visit us on the Web at:

www.affinityvenable.com



- Understand what drives executive decisions
- Learn strategic positioning of local initiatives
- Build compelling business cases
- Gain leverage with executive decision-makers
- Expedite critical strategic and funding decisions
- Acquire necessary priority and budget
- Speed implementation of vital initiatives

CLOSE THE GAP

There is a disconnect between business leaders and their senior executives. It is important to recognize the difference in perspective, goals, measurements and even vocabulary at different levels of an organization. Quick and effective influence on business executives results in critical projects receiving greater business support, increased priority and expedited funding. INSIDE-PITCH coaching creates the skills to close this gap.

STRATEGIC BUSINESS VALUES

In order to achieve and maintain vital revenue streams, increased profit, and reduced risks business leaders in every department and capacity find it increasingly necessary to influence their executive leadership. Unfortunately for business leaders, executives are likely to appreciate the technical and operational distinctions of any proposal. Executives leaders have numerous competing initiatives battling for attention and budget. One can confidently wager that any departmental business initiative translated and presented in the key business metrics of increasing revenue, increasing profit and reducing risk will garner strong executive consideration.

A CHALLENGE OF TWO PERSPECTIVES

Business managers, working in the realm of the tactical 'how' to get it done perspective, must effectively communicate to executives firmly entrenched in the strategic 'why' perspective. Most business leaders make decisions that are typically not defined by or even aligned with business strategy success measures. Achieving the optimum technical capabilities, operational efficiencies and adequate risk management increasingly requires executive buy-in and urgent action for swift implementation. It is critical for all business managers to articulate an engaging executive business case to obtain quick, favorable responses.

SKILL DEVELOPMENT THROUGH ACTION

The chasm between departmental perspective and executive strategy is significant. Favorable executive priority and budget support will go to the project with the most prepared strategic case. To develop demonstrable skills and confidence, this coaching event is entirely interactive with the attendees actively participating throughout the day. Skills are built by creating executive proposals with illustrative use cases and optionally one's own project.

COACHING AVAILABLE

- ONE HOUR SEMINAR
- HALF-DAY ROLE PLAY
- FULL-DAY IMMERSION
- CUSTOM EXPERIENCE

BUSINESS LEADERS KNOW WHAT IS NEEDED. NOW, GET EXECUTIVE SUPPORT AND BUDGET.

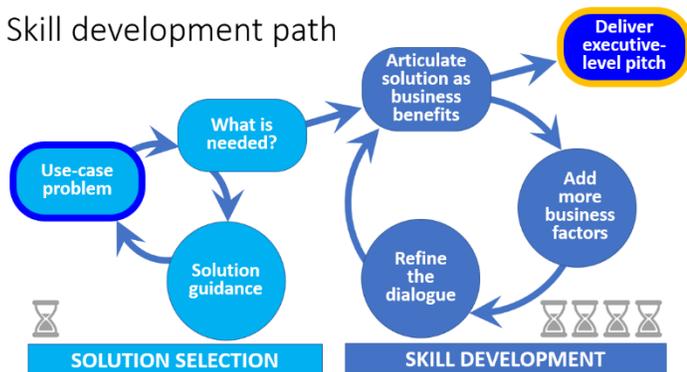
THE SKILLS

INSIDE-PITCH performance coaching establishes an immersion environment where attendees are continuously challenged to perform at a higher level. By establishing fundamental insights and repeatedly building upon developing skills, a complete evolution of the attendees' own business project or initiative into a strategic business proposal is achieved.

The reorientation to an executive perspective includes becoming comfortable with new objectives and unfamiliar success measures. The assessment of potential business values, identification of key decision-makers, recognizing their perspectives on priorities and success criteria are practiced in the workshop. The coaching culminates with attendees delivering their own strategic business pitch before a role-playing executive.



Skill development path



THE CURRICULUM

INSIDE-PITCH coaching includes these components delivered in a fully participatory, interactive and engaging workshop environment.

- Identify your executive decision-makers
- Understand their decision drivers
- Map your projects to strategic business goals
- Define the business value of your projects
- Determine success criteria, how to measure them
- Learn the ingredients of a winning pitch
- Create concise strategic messaging
- Deliver the pitch during a role-play executive meeting

THE NEXT STEP

Take the next step in moving your critical projects and initiatives to the front of the line. Deliver your inside pitch and gain executive support needed to deliver strategic advantage. Let's discuss how AffinityEnable builds business managers into agents for strategic business change.



INSIDE PITCH
GAIN INFLUENCE WITH
**EXECUTIVE
DECISION-MAKERS**