

THE NEW/PUBLIC SECTOR

PITCHING YOUR IDEA

This is an area the public sector often do not think about or rather, often overthink. How often do we consider the message we want to get over to people, get wrapped up in our own internal issues and then forget the absolute basics. Well here is the truth. Go to Google (other web search engines are available) and type in “pitching an idea” or “how do I pitch my idea” or something similar.

You will get more than 1m hits for each of these options and there is more support available than you will know what to do with. Much of it will be focused on entrepreneurs pitching their ideas to dragons, banker and financiers. If you add in the words “public sector”, a lot of the web search hits will focus on advising people how to pitch for public sector tenders and contracts. So you will have to be discerning in what you look at. Here are a few I like but these are only suggestions:

- That great source of “how to” Wikihow offers a great general introduction to preparing and delivering a presentation pitch at <http://www.wikihow.com/Deliver-Effective-Presentations>. Loads of useful and free downloadable booklets and information and is very neutral of the subject matter given the volume you will find online for selling people things. Don't overlook the classic sales techniques offered by such sites, however. The CHERISH journey involves you selling the idea and deliverables of your service to the public so you will at least need to understand what motivates people “to buy”, or in your case, CHERISH you service.
- In *How To Survive Austerity* I mentioned Daniel Priestley's book, *Key Person of Influence* which contains some great tips on pitching and you can find more information and a downloadable version of the book at <http://www.keypersonofinfluence.com/kpi-method/>
- And why not use the examples of others to guide your own pitch. The Marketing Insider Group provided their views on what were the best SlideShare presentations throughout 2015. It would be sensible to at least have a look at what a marketing-base organisation considered to be best and then amend and blend these for your own pitch. Their best of 2015 can be found at <http://marketinginsidergroup.com/content-marketing/20-best-slideshare-presentations-2015/>