Teaching Entrepreneurial Airmen How to Pitch Their Innovative Ideas Successfully

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Your Turn Exercises: A Space to Capture Your Thoughts

1. Pitching Best Practices: Brainstorm

2. Write a short purpose statement that embodies the problem and solution for this scenario:
   • Problem: My fingers get messy dipping Oreo cookies in milk.
   • Solution: Use a fork stuck in between the cookies.
3. **Task 2:** Based on our examples and discussion of ‘best practices’ for opening a successful pitch, capture some notes about how and what you plan to communicate to the entrepreneurial airmen whom you’ll be training on the topic of **How to Launch a Pitch**

4. **Keeping “conclusion” best practices in mind,** what content will you use to teach entrepreneurial airmen **How to end a successful pitch?**

5. **Based on our MOST RECENT examples and discussion of ‘best practices’ for opening a successful pitch,** how will you refine ‘how and what’ you plan to communicate to the entrepreneurial airmen whom you’ll be training on the following topic: **How to launch a pitch that people want to hear**
6. Keeping storytelling best practices in mind, what content will you use to teach young airmen how to tell a compelling story as part of a pitch?

7. Keeping “show ... don’t just tell” best practices in mind, what content will you use to teach entrepreneurial airmen how to show their innovative ideas as part of a pitch?

8. Keeping “Drawing” best practices in mind, what content will you use to teach entrepreneurial airmen how, when, and why to draw their innovative ideas as part of a pitch?
9. **Keeping “slide design” best practices in mind, what content will you use to teach entrepreneurial airmen how to incorporate effective slides into a successful pitch?**

10. **In teams, design a Spark Tank/Shark Tank pitch for this innovative idea: THE CHILD CONE**

11. **What best practices will you teach related to professional presence? Why does professional presence matter when pitching?**
12. Using your notes and insights from today’s class, create your coaching process/plan that details how you’ll teach airmen to develop and deliver successful entrepreneurial pitches to senior leaders for resourcing decisions.

**Professional Stories – A Framework for Content**

A corporate story needs to be about a specific person, place, thing, or event. And each part of the story should be no more than one to five sentences long.

**Overarching point (What point are you trying to make?)**

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**Situation (You need to talk about a specific person, place, thing, or event here)**

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**Challenge (What rocked the status quo?)**

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**Result (What happened?)**

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So what? (How does this story relate back to your overarching business point?)

END OF STORYTELLING FRAMEWORK
Teaching Entrepreneurial Airmen to Pitch
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