

Module III. Business

Pitch Course

Topic 4. Message VS Audience

Lesson 2: Adapt your speech to the audience

ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:

1. Detect the expectation of the audience

2. Adapt their presentation to these expectations

IN THIS LESSON, WE WILL LEARN

HOW TO USE DIFFERENT APPROACHES AND TYPES OF MESSAGES FOR DIFFERENT PURPOSES IN A PITCH







SEDUCE THOSE WHO LISTEN TO YOU

TIPS:

You must make them curious about your project, that they want to know more about it once your speech is finished.

THE FIRST SECONDS ARE THE MOST IMPORTANT TO ENGAGE YOUR INTERLOCUTOR If you fail to involve your interlocutor in your speech, it will be very difficult for him to get hooked in the middle of it.

BODY LANGUAGE AND MODESTY

It does not only matter what you say but how you say it, your non-verbal expressions will be essential









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CONNECT AT ALL TIMES WITH THE PUBLIC

If there is more than one person directing several sentences of your speech to each one looking them in the eye, generally they will show you that they are listening

JARGON/ACRONYMS

Treat your audience like an educated layperson. You don't know if they know the jargon of your business or sector.







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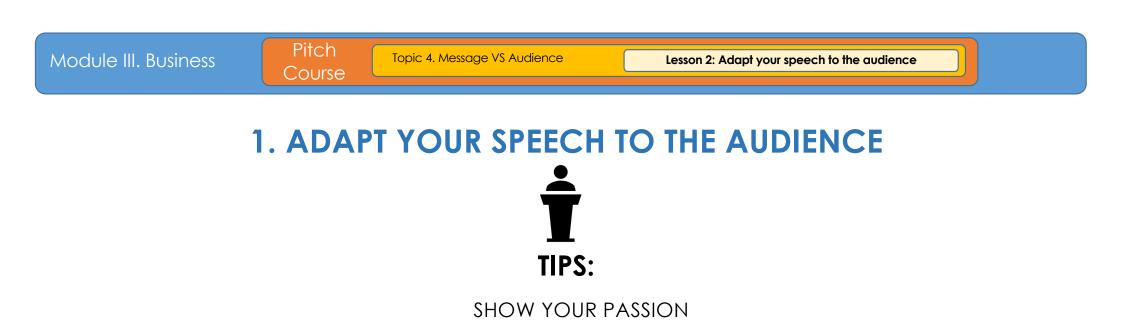
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DON'T READ NOTES OR THE SLIDES

As we said look into the judges' eyes

YOU ARE ALWAYS LEARNING

Remember you don't know everything. Think that you can always learn something new from the person in front of you.









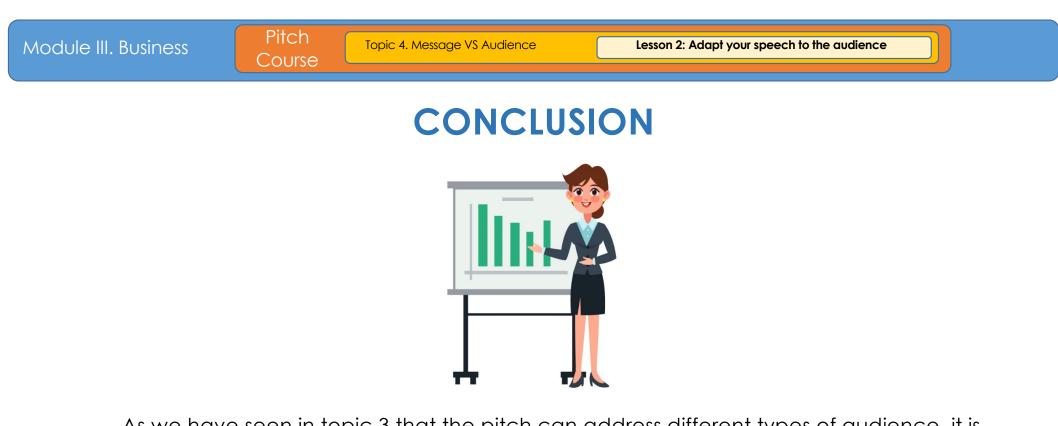
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As we have seen in topic 3 that the pitch can address different types of audience, it is important, at the time of preparing a pitch, to think at this audience characteristic to better reach them through our presentation.







