PERSUASIVE PITCHING

DATE: *29-30 July / 26-27 November 2025*
10-11 February 2026
FEE: *RM1,350*

DURATION: *2 Days*
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

In today's fast-paced and competitive business environment, the ability to present ideas, proposals, and initiatives effectively is a critical skill. This program is designed to help professionals enhance their communication abilities and develop strategies for delivering powerful, persuasive pitches within their organization.

This program will guide participants through the key elements of persuasive pitching—understanding audience needs, crafting compelling messages, and mastering delivery techniques. Whether you're presenting a new project to a team, proposing a strategy to senior leadership, or advocating for resources or support, persuasive pitching is essential for gaining buy-in and driving results.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Develop and concentrate on specific messages and objectives they wish to achieve through their pitch to management.
- Build structured, reasoned arguments for the ideas, opinions, and solutions that they put forward.
- Apply time-rested presentation structures to be more convincing (The Minto Pyramid) or more persuasive (Monroe's Motivated Sequence) as the situation demands.
- Craft a coherent story using data, narrative, and visuals.
- Design high-impact PowerPoint slides that bring their story to life, visually and contextually.
- Differentiate between different types of charts and graphics and use the ones most appropriate for their pitch.
- Maximize the potential of non-verbal information by taking control of visual and vocal communication signals.
- Overcome the negative effects of performance anxiety (stage fright) and making it work for them rather than against them.

METHODOLOGY

Self-directed and hands-on so that participants can realize and build on their own strengths, thereby developing their individual presentation styles.

WHO SHOULD ATTEND

- Mid/Senior Level Managers
- First Level Managers
- Executives/Supervisory

FACILITATOR

John J. Hagedorn

He designs and presents professional development seminars in business communications and management training for the corporate and academic communities of the Asia-Pacific region. He has presented programmes in fifteen countries to more than 10,000 participants over the past 15 years. Clients who have benefited from his services include Citibank, Motorola Technology, Thai Airways International, Siemens, and the Kuala Lumpur Stock Exchange. He is certified by the American Management Association. In addition to publishing articles in professional journals, John writes workbooks for English language courses and is presently compiling a guidebook on business communications for Southeast Asia.

PROGRAM CONTENT

Module 1
Crafting the Right Message
- To whom are you presenting?
- What do you want them to know or do?
- How can you use data to support your point?
- If you had just one sentence, what would you say?

Module 2
Plotting a Persuasive Story
- What is your “aha moment”?
- How do you hook your audience?
- How does the data drive your story?
- How do you build up your insights?
- What is the action in your conclusion?

Module 3
Organizing Your Message
- How does *convincing* differ from *persuading*?
- What is necessary to support your conclusions?
- Which storyline do you follow?
- What line of reasoning leads to agreement?
- What are the benefits arising from your pitch?

Module 4
Optimizing Your Delivery
- What are your most powerful vocal signals?
- What are your most powerful visual signals?
- How do you remove “clutter” from visual aids?
- How do your PowerPoint slides illustrate your story?
- What makes you look confident (when you are not)?

Session 1 - Group 1 Assignments
- Review
- Presentations
- Feedback & Review

Session 2 - Group 2 Assignments
- Review
- Presentations
- Feedback & review

Session 3 - Group 3 Assignments
- Review
- Presentations
- Feedback & review

CeDR
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PROGRAM SCHEDULE

Day 1

9:00am	- 10:30am	:	Module 1
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 2
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 3
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 4
			End of the day

Day 2

9:00am	- 10:30am	:	Session 1
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Session 1 & 2
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Session 2 & 3
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Session 3
			End of the day