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## Pitch and Post

### Brief Description

Pitch and Post is a powerful collaborative process for delivering short pitches or presentations and receiving rapid feedback. This handout presents the key points that will help make the process successful.

Pitch and Post is simple, fast and proactive, involves all participants in the process and is a good group/team building activity. It demonstrates 'crowd' sourcing/network potential and enables quick feedback for a given subject.

### Applications

Pitch and Post offers a forum for practicing 'pitches' and learning from others. It is a practical way of providing rapid feedback from many people and supports group development. It can be used for:

- Idea development
- Improving 'pitches'
- Improving 'presentation' skills
- Ideas for taking 'pitches' forward

### Overview of Process

Pitch and Post is a very simple process:

1. One (or more) person(s) present(s) a pitch to the rest of the group.
2. The rest of the group listens to the pitch and then has a short time to respond via Post-it notes.
3. When everyone has made their pitch, the Post-it notes are distributed.
4. The recipients of the Post-it notes organize the notes and reflect on lessons/meaning/actions etc.

The recommended number of participants is between 9 and 40 either in groups of 4-6 around small tables or sitting in a semi-circle.

### Preparation

1. Explain the whole process. If Pitch and Post is part of a longer process, then inform people ahead of time that it will happen.
2. Encourage the 'pitchers' to work on their pitch to identify and communicate its most important points.
3. Encourage the use of visual elements. Flipchart pages (A2) work very well. Suggested format:
  - a. Put the title of pitch in large letters at top
  - b. Add a few bullets, leaving approx 1/3 of sheet empty for post it notes later.

4. Explain that each pitch is time limited – usually 2 minutes. This can be extended to 4 minutes – though it tends not to produce better pitches.
5. Ensure that whole group understands the nature of the process and their roles as ‘pitchers’ and as ‘responsive audience’. For example, introduce the process by saying: “Just imagine that you have been able to invite some great people in your network to come and hear your pitch. You can benefit from all their different experience and knowledge. You yourself can then do this for others.”) Pitch and Post mirrors the reciprocity of a good relationship and of good relationships in a network. One person asks and others respond.
6. Encourage the audience to be constructive in their responses. It is OK to be critical, but do so in a constructive way.
7. There are a number of different ways of framing the task for the audience:
  - a. Support the Pitched Idea – i.e. – links to other relevant people/sites, new ideas stimulated by the pitch, ideas for money, people, potential partners.
  - b. Suggestions constructive criticism on the quality of the pitch.
8. It can help to give examples of the kinds of response that could be helpful

### Delivery

1. Make sure everyone knows what the process will be.
2. Order of pitching options:
  - Start at one side and go round in order
  - Ask who wants to go first/next etc
  - Draw lots
3. Ensure that there are very clear start and finish times for both the pitch and the posting. Make sure people have finished writing post-it notes before the next pitch starts.
4. Encourage very clear writing.
5. After the pitches have been delivered:
  - Give some time for people to read and organize their post-it notes. This can take 15-20 minutes if there are a large number of pitches or a great deal of response.
  - Depending on where Pitch and Post fits into the session, it can be productive to follow with small group discussions or 1:1’s for people to debrief on the process and the results.

### Notes for Facilitators

The process should be both fun and serious. A great session will usually involve both laughter and concentration. Although a simple process, it benefits from good preparation – room set up, materials available, explanation of process – and confident delivery. It needs some pace (2 minute pitches etc) and also quiet and patience during the response time. All ‘pitchers’ should feel respected - encourage applause after each pitch.

### Measures of success

- Degree of interest/engagement of participants
- Number of post it responses
- Usefulness of responses