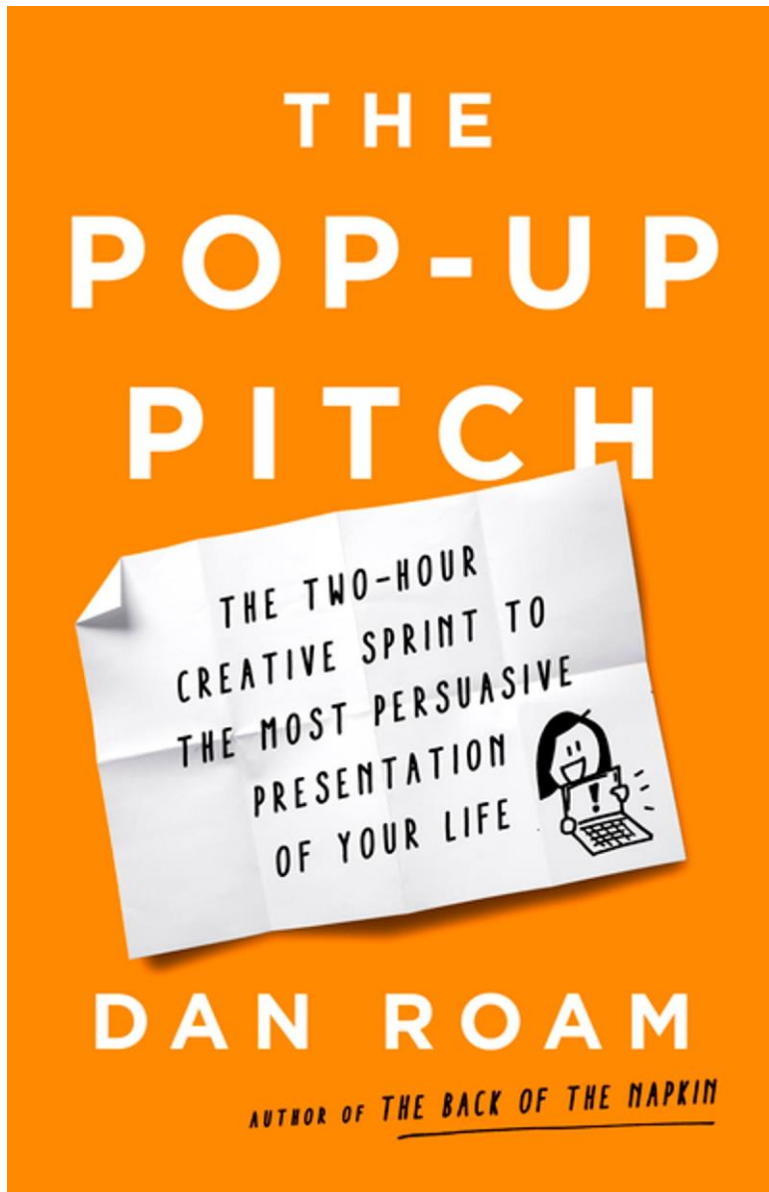


World-Class Training



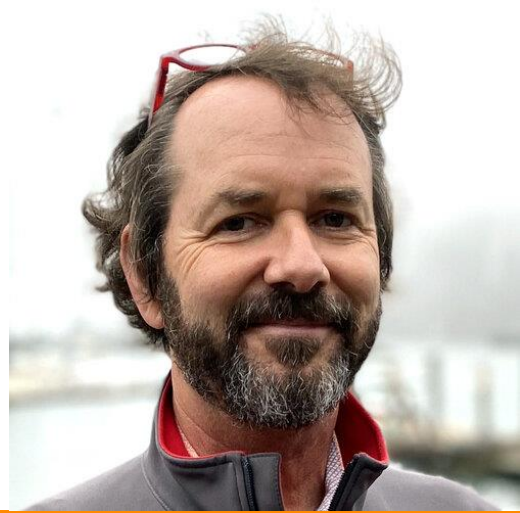
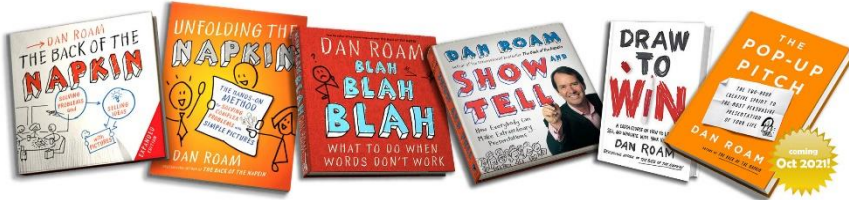
คิดออก Pitch สำเร็จ
เสร็จในสองชั่วโมง

Wissarut Kehasuwon



Training course by international bestseller

About Dan Roam



Dan Roam is the author of five international bestselling books on business-visualization and communication clarity. The Back of the Napkin was named by Fast Company, The London Times, and BusinessWeek as the 'Creativity Book of the Year.' Dan's latest book, Draw to Win, debuted as the #1 new book on amazon.com in the categories of Business Communications and Sales & Marketing.

Dan is a creative director, author, painter, and model-builder. His purpose in life is to make complex things clear by drawing them and to help others do the same.

Dan has helped leaders at Google, Microsoft, Boeing, Gap, IBM, the US Navy, the United States Senate, and the White House solve complex problems with simple pictures. Dan and his whiteboard have appeared on CNN, MSNBC, ABC, CBS, Fox, and NPR.

Before founding Digital Roam Inc, Dan served as Client Partner & Creative Director at Razorfish, Scient, The Interactive Bureau, Red Square Productions, The Moscow Times, and the San Francisco Bay Guardian.

Dan graduated from the University of California Santa Cruz with degrees in Biology and Fine Art. Dan is a licensed pilot, avid runner, and landscape painter.



Tools: The ability to create a “fast” pitching

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The Visual Decoder

Use these simple pictures to illuminate the STORY in your mind.

1 Why are you taking the story? What does it bring to you?

2 Who are the characters and what are the pivotal moments of your story?

3 Where does the story take place? What are the characters' components?

4 How might you DUREEY any elements of the story? What might you explore and write about?

5 What is the main sequence of events you'd like us to know about? What's the trigger?

6 What big ideas does this story touch? What about your audience might remember?

Time your pitch
2 minutes per panel
10 minutes total

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The 10-Page Pitch Storyline:

SLIDE #	1	2	3	4	5	6	7	8	9	10
EMOTIONAL TREASURES	CLARITY	TRUST	FEAR	HOPE	SOBERING REALITY	AUDACIOUS REALITY	WE CAN DO THIS	CALL TO ACTION	EARLY BENEFITS	TRUE AGREEMENT
SLIDE NAME	TITLE PAGE	COMMON GROUND	COMING PROBLEM	EMOTIONAL WIN	FALSE HOPE	AUDACIOUS REALITY	WE CAN DO THIS	CALL TO ACTION	EARLY BENEFITS	THE LONG WIN
	Give your pitch a clear title.	Establish an authentic connection to your audience and the issue that concerns them. Show them you know them.	Describe an emotional struggle that's relatable to your audience. Talk about what's at stake.	Paint a picture of what's going to happen. Show why it's important.	Admit the hard truth. Acknowledge the problem and why it's so scary. Show why it's not going to get better on its own.	Show the bold, audacious reality of what you're offering. Show why it's different and better than what you're competing against.	Walk through one bold step you're taking to solve the problem. Show how you're going to make it happen. Be specific.	List the benefits that your audience will receive. Show how you'll get them to take action.	Show how you'll make the benefits happen. Show how you'll get them to take action.	Close with an emotional appeal. Show how you'll get them to take action. Show how you'll get them to take action.

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The 10-Page Pitch Template:

- 1. TITLE: WHO & WHAT**
Give your pitch a clear title.
(Emotion - CLARITY)
- 2. OUR COMMON GROUND**
Establish an authentic connection to your audience and the issue that concerns them. Show them you know them.
(Emotion - TRUST)
- 3. THE COMING PROBLEM**
Describe an emotional struggle that's relatable to your audience. Talk about what's at stake.
(Emotion - FEAR)
- 4. AN EMOTIONAL WIN**
Paint a picture of what's going to happen. Show why it's important.
(Emotion - HOPE)
- 5. THE FALSE HOPE**
Admit the hard truth. Acknowledge the problem and why it's so scary. Show why it's not going to get better on its own.
(Emotion - SOBERING REALITY)
- 6. AN AUDACIOUS NEW REALITY**
Show the bold, audacious reality of what you're offering. Show why it's different and better than what you're competing against.
(Emotion - AUDACIOUS REALITY)
- 7. WE CAN DO THIS FOR REAL**
Walk through one bold step you're taking to solve the problem. Show how you're going to make it happen. Be specific.
(Emotion - WE CAN DO THIS)
- 8. CALL TO ACTION**
List the benefits that your audience will receive. Show how you'll get them to take action.
(Emotion - CALL TO ACTION)
- 9. EARLY BENEFITS**
Show how you'll make the benefits happen. Show how you'll get them to take action.
(Emotion - EARLY BENEFITS)
- 10. THE LONG WIN**
Close with an emotional appeal. Show how you'll get them to take action. Show how you'll get them to take action.
(Emotion - TRUE AGREEMENT)

Your pop-up pitch combines clear words and simple pictures that evoke specific emotions, so that your story is enjoyable to hear, memorable to see, and inspires the action you need. The next time you have an idea to pitch, try this story line. It works.



Tools: Abundant communication patterns for improvisation



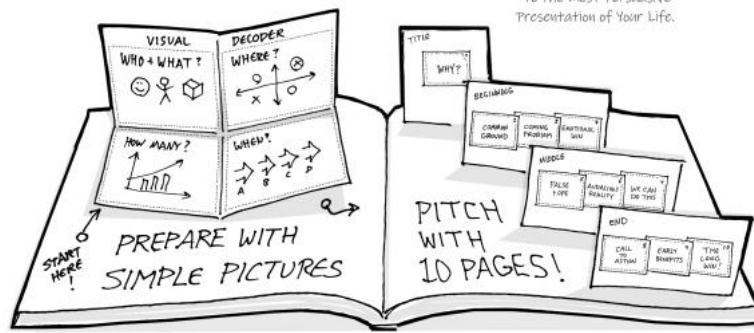
By possessing the secret formula of a great story, it helps us enhancing understandings and feelings in communication. These two boxes reveal more than 100 patterns of our secret techniques for electrifying any presentations. (Opening, Building Trust, Story, Sales, Clarity, Credible, Emotion, Closing, and many more)



THE POP-UP PITCH



The Two-Hour Creative Sprint
to the Most Persuasive
Presentation of Your Life.



HOUR 1

Discover your own story
through simple sketching.
(Even if you can't draw a thing)

HOUR 2

Add narration & emotion as you tell
your story in just 10 pages.
(Using the greatest storyline ever told.)

OBJECTIVES

The overall goal of this course is to get you to benefit from the active use of storytelling structures and templates in your daily work and your daily life. This course shows you how to drive your organization to new heights and become a force for changing yourself for the better in your daily life. With this course, you can become an awesome business storyteller. Then you can dazzle your co-workers and your bosses and stand out in your career.

After this course, participants will be able to:

1. Translate data, facts, ideas, and figures into captivating stories
2. Influence people or move people to action
3. Persuade people to believe in what we believe without arguments or conflicts
4. Effectively use storytelling to influence and motivate your audience
5. Effectively convey messages to audience
6. Effectively craft stories with the Hero's Journey Structure
7. Effectively craft best business presentations by using one single Pop-Up Pitch Template (10-page business presentation)
8. Connect with your audiences and drive your business goals
9. Understand the use of Sparkline in business presentation
10. Effectively use other communication patterns and tools to enhance the effectiveness of business presentations



Target Audience

This course is for

1. Individual who needs to make compelling point in a presentation or a meeting in order to move people to action or change people's belief.
2. Individual who needs to get your staff, co-workers or team members on board with changes and motivate them to produce high-quality work.
3. Individual who needs to communicate and explain your ideas to audience more effectively.
4. Individual who needs to use stories in marketing to attract customers and expand into new markets.
5. Individual who needs to enhance customer relationships and increase your sales.
6. Individuals who needs to convince others to have common vision and achieve common goals.
7. Individual who needs to bring storytelling into design and production work.



COURSE OUTLINE

Day 1

Human mechanism

- Fact and Feeling and their roles in communication
- Liking bias
- The confirmation bias

Storytelling

- Story and its impact
- Dispelling the myths of storytelling
- **Three-Act and SCR Structure**
- **Hero's journey structure**
- Customer Story Structure
- Crafting your own stories

Pop-Up Pitch

- Storytelling role in Business
- Using storytelling at work
- **5- step Pitch Framework**
- Context and Contrast rules
- **Pop-Up Pitch Structure**
- Pop-Up Pitch Template (10-page business presentation)
- Mini workshop (Group presentation)



Day 2

Pop-Up Pitch (Part 2)

- Pop-Up Pitch examples and case studies
- Feature and Benefit
- Frame/Reframe problem

Communication tools

- **Over 120 communication patterns to increase effectiveness of your pitch**
- **Learning cards and instructions**
- Improvisation technique
- Inside-Out communication/ Start with WHY
- Repetition/Metaphor/Insight/Visual and etc.
- Delivery skills

Sparkline

- The contrast between two elements in your business presentation
- Fact and Feeling
- **Analytical and Emotional content**
- **Emotional Sparkline**

Workshop

- **Group presentation on work-related topics**
- Feedback and Demonstration from speaker



PRESENTATION EXPERT & CERTIFIED TRAINER
'WISSARUT KEHASUWON'

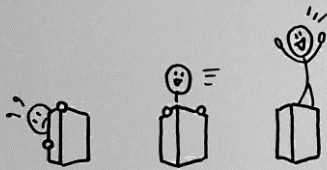
Wissarut is a founder of Visual Training Plus Co., Ltd, the training institute which offers the great visual thinking & presentation skill training programs in Thailand.

With a strong background in business at SCG, he had experiences in marketing, selling and a presentation consultant for an internal competition. Lately, he worked as a business strategy consultant for banking industry.

With 5 years of experience as an expert trainer about presentation, story-telling, boardroom presentation. He was awarded as

- **1st runner-up in a world class business plan competition**; SCBFLC organized by SCB and SASIN (105 Teams from 11 countries)
- **The winner of national marketing plan competition** organized Marketing Association of Thailand.
- **The winner of national marketing communication plan competition** organized Disney Thailand.

He holds both Bachelor of International Logistics Management and MBA from Chulalongkorn Business School.



QUOTE FROM THE GURU

David Allen

Author of Getting Things Done

"This deceptively simple little book is a must-read for seasoned presenters and novices alike."

Guy Kawasaki

Author of The Art of the Start 2.0

"As clear and succinct of a guide to better presentations as you'll ever find!"

Garr Reynold

Author of Presentation Zen

"The ideas in this book are straightforward and will help you make better, more engaging presentations no matter what type of talk you need to give."

THE THAI VERSION IS METICULOUSLY DEVELOPED BY



DAN ROAM

Author of The Back of The Napkin and Show & Tell



GOH AI YAT

Principal course leaders in Asia for The Back of the Napkin™ and Show & Tell for Digital Roam Inc. (US).



LIM CHAWTIONG

Principal course leaders in Asia for The Back of the Napkin™ and Show & Tell for Digital Roam Inc. (US).



WISSARUT KEHASUWON

Certified Trainer

