



BEVEL

M A K I N G A B E V E L P I T C H



OUR STRENGTH

EMPOWERMENT

Self-Leadership Retreats and
Personal Growth Programmes
Impactful Tribe Community



OUR DISTINCTION

EDUTAINMENT

Corporate Team Invelopment
(workshops, trainings, offsites,
team assessments)



www.bevel.world

BY PUTTING HUMANS FIRST

WE MAKE IMPACT POSSIBLE

Bevel introduces an innovative approach to building long-term mental wellness as well as individual and team value in an ever-changing landscape.

We develop skills to take into every aspect of life and create space devoted to personal and professional growth and reflection.

At Bevel, we help businesses, entrepreneurs and individuals discover their purpose. Find and hold onto the confidence you have within. Feel inspired by possibility to grow.



BEVEL CEO | ROTARIAN | WIFE | MOTHER | UKRAINIAN

INNA MALAIA

My aim with Bevel World is to help people embrace change in their lives in a most powerful way



BACKGROUND

Strategic Marketing, Data Science and Insights



BUSINESS STYLE

Market disruptor and ecosystems builder



TEACHING

Self-Leadership, Empowerment, Business Scale up. Enneagram



SPEAKING

Pitching story teller, Workshops facilitator, large scale events speaker

EXERCISE.

5 mins preparation / 15 minutes for exchange

You: Le Chef at best Burger Place in the area

TA: Hungry Guests Friday Evening afterwork

Idea: You are looking into more sustainable and healthy alternatives

Task: Persuade them to order Vegan Burger, with salad instead of fries



My key presentation rules



VISUAL STORY
TELLING IS MAGIC

SIMPLE STORY
TELLING IS HUMAN

TELLING THEIR
STORY IS TOUCHY

THEY WILL
BELIEVE YOU IF
YOU:

Convey your thinking to someone in a **POSITIVE** and persuasive way

Talk about your **AUDIENCE**, it doesn't matter who you are

Match the visuals and the story to keep everyone **FOCUSED**

Build **ACTIONABLE** insights and benefits. "So what and why"

Simple story is a unique and measurable bond



Remember the power of story when you were young.

When you hear a story, your brain releases hormones which form memories (Cortisol), regulates emotional response (Dopamine) and drives empathy (Oxytocin)

Hearing a simple story makes you and your audience brains aligned.



AUDIENCE INSIGHTS

They came to learn something new

You give <> they take, not the opposite way

This attention is short, you need to hook asap

If what you saying is dangerous, new or too detailed, the brain "spams" it

<https://youtu.be/FrIfes1L7NI>

Rules of engagement



BEFORE-PITCH

Are my slides appealing and clean enough?
Do I tell a motivating and actionable story?
What will they remember after my 5-minutes?

If your audience can see themselves in your story, they are significantly more likely to come on board with you. Empathy empowers to immerse in others' perspectives.

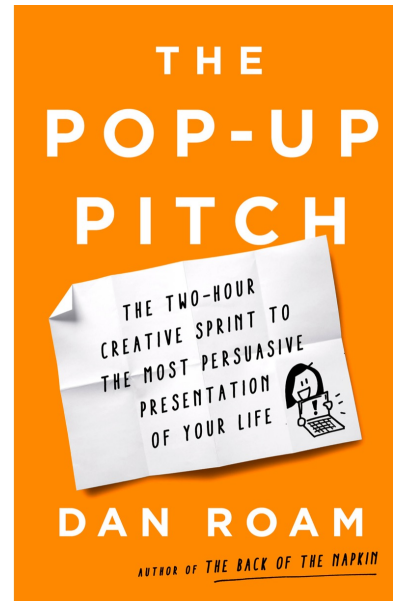
AFTER-PITCH

Did I get though?
Was my message well received?
Did I show the winning personality?

First, you don't want your message to trigger fear alarms. And second, you want to make sure it gets recognized as something positive, unexpected and out of the ordinary.

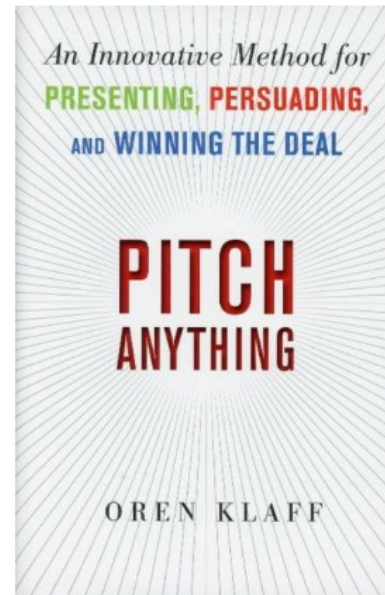
Make your pitch a pleasant novelty

This presentation is a combination of trainers' professional experience and available best selling books on the presentation skills and pitching topic. Some of the extracts were used in this presentation.



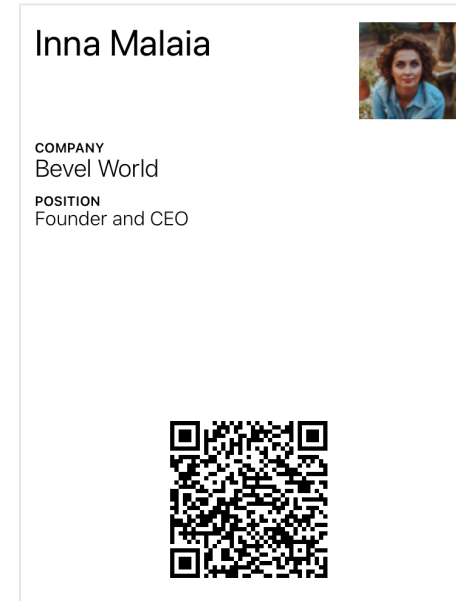
The Pop-up Pitch

By Dan Roam



Pitching anything

By Oren Klaff



Today's speaker

Inna Malaia