



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit IV – Testing, Refining & Pitching Ideas



Presented by

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Design Thinker

1st Indian
Institution
to Implement **Design Thinking Curriculum**

Redesigning Common Mind and
Business Towards Excellence



TOPIC FOR TODAY



Creating a Pitch for our
Design



Recall

- ✓ Work out what the Client's fears might be and how to manage them
- ✓ Understand how they like to receive information





Create a Middle Point

- › Kirsty's suggestion was to pitch three creative ideas to a client, each with proper validation. First, pitch your craziest idea that you don't think the client will want to go for. Next, pitch the idea you're actually hoping they'll choose, making sure it seems like a slightly safer choice for the client than idea number one. Lastly, pitch a third idea that's still creative, but a lot safer and less outstanding than the others.



Create a Middle Point

- According to Kirsty, most people will actually pick the middle option. This is because they feel as though the first idea is too much, but the last is not enough. Pitching your idea as a middle ground might help the client to feel less concerned about being creative.



Create a Middle Point





ASSESSMENT

Is Bundling more important in Design Thinking?





Plan for the Worst Case Scenario

- > Hope for the best but plan for the worst when you're creating your pitch. You've worked hard on your pitch, you know your ideas are strong and you know how to present in a way the client will like. Be confident in your pitch.

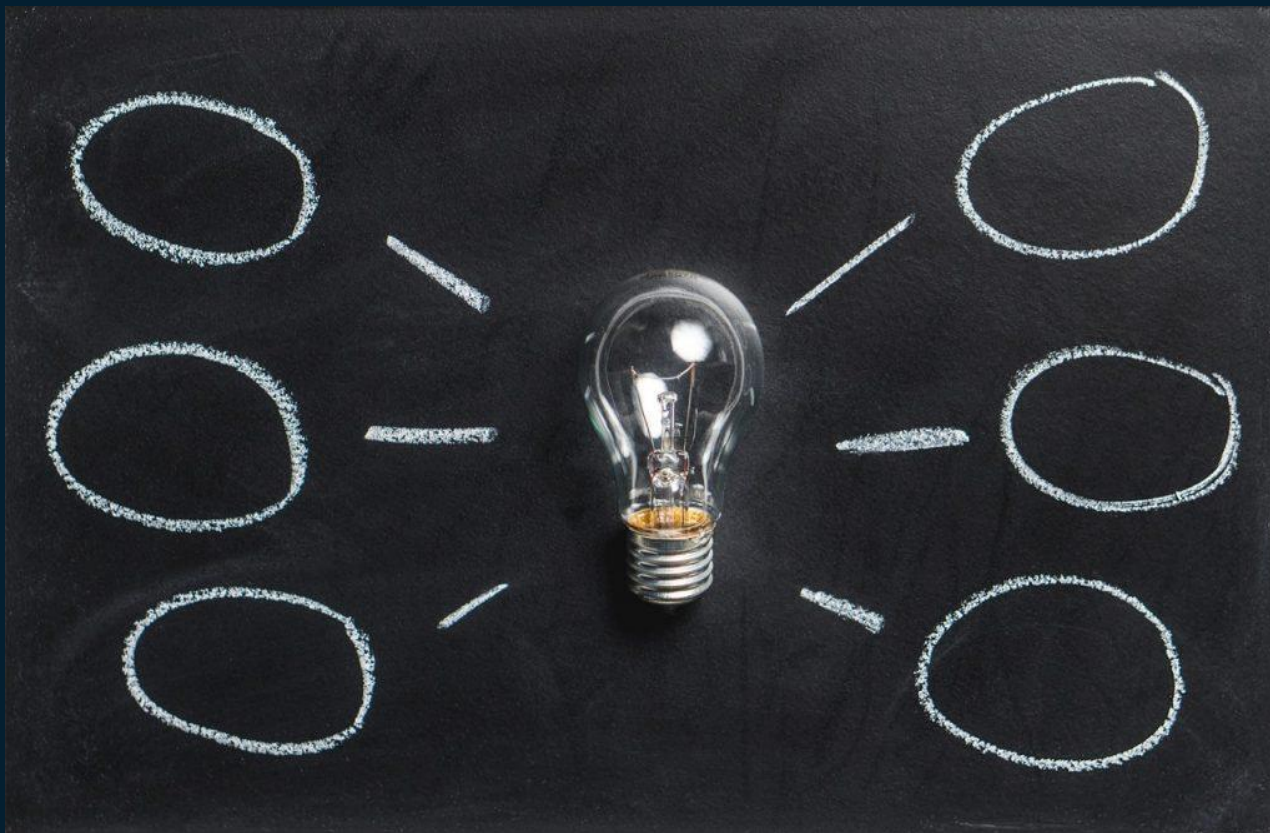


Plan for the Worst Case Scenario

- However, it's still vital that you do have a plan for the worst case scenario. Make sure you've thought of every fear or question the client might have about your ideas, and make sure you've got a convincing answer as to why they should still go with your marketing strategy.



Plan for the Worst Case Scenario





Happy Pitching

- > We hope you got as many valuable takeaways from this post as we got from Kirsty's talk, and we hope you're now thinking about how to pitch your next creative ideas to your clients.



Summary

- ✓ Create a Middle Point
- ✓ Plan for the worst case Scenario
- ✓ Happy Pitching





Reference

<https://www.creativityatwork.com/design-thinking-strategy-for-innovation/>



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THANK YOU...