

Pitchtraining

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Erwartungen

- Erlernen von Basics; kreativer Input; Relevanz für berufliche Tätigkeit
- grundsätzliches Vorgehen
- Experimentieren mit MINT-Themen und unserem Verein
- Dass ich bei einem Auftritt in der Höhle der Löwen gewinnen würde mit meiner Präsentation.
- Überprüfen eigener Skills - Einbindung von KI und AI
- Im Netzwerk der MINT-Region EIFEL ist es häufig notwendig, Personen von einer Idee zu überzeugen ... die eigene Geschichte spannend zu verpacken, Überzeugungsstrategien zu lernen ... das finde ich eine spannende
- praktikable Ansätze
- praxisnahe Handlungsanleitungen
- entsprechende Präsentationstechniken kennenzulernen



PUBLICA NE NON SECUM HIC
POST POST QUIDEM AN FUTURUM.

ILLA AQUATUM A AQUATUM
EST SUPER LOCUTA
AM A DOCUMENTUM.

HEMICYCLIO QUIDEM
CONSTRUCTISSIME MACIS
EPAT EUM FUM
ODIO ET P.

EUM HABES QUIDEM VETERES QUIDEM
EIS MULTIS HABES ASSUM ET.

yesterday



today



tomorrow

SIMON SINEK

START
WITH WHY



why?



how?



what?



children's question



naive hypothesis



step-by-step answer



actual



target



realization



McKinsey
& Company

situation



complication



solution

FINAL

DAILY NEWS

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NEW YORK'S PICTURE NEWSPAPER ©
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8¢

10¢ OUTSIDE N.Y.
AND SUBURBS

WEATHER: Cloudy, showers, warm, humid.

MEN WALK ON THE MOON

*'One Small Step for Man,
One Giant Leap for Mankind'*

Headline



Lead



Details



Background



Outlook

before you start...

1. Target group
2. Communication goal
3. Emotional point

Emotional point



Story



Emotional point

before you start...

1. Target group
2. Communication goal
3. Emotional point
4. Personal view

Story structure

hero



challenge



red herring



surprise



change

Earcatcher

- Question
- Provocation
- Namedropping
- Teaser
- Quote
- Pronouncement
- Promise
- Thesis
- Vision

final line

- Question
- Answer
- Vision
- Appeal
- Call for action
- Namedropping
- Quote
- Invitation
- Claim
- Summing up
- Conclusion
- Punchline
- Learning
- Proposal

Friedrich Dürrenmatt

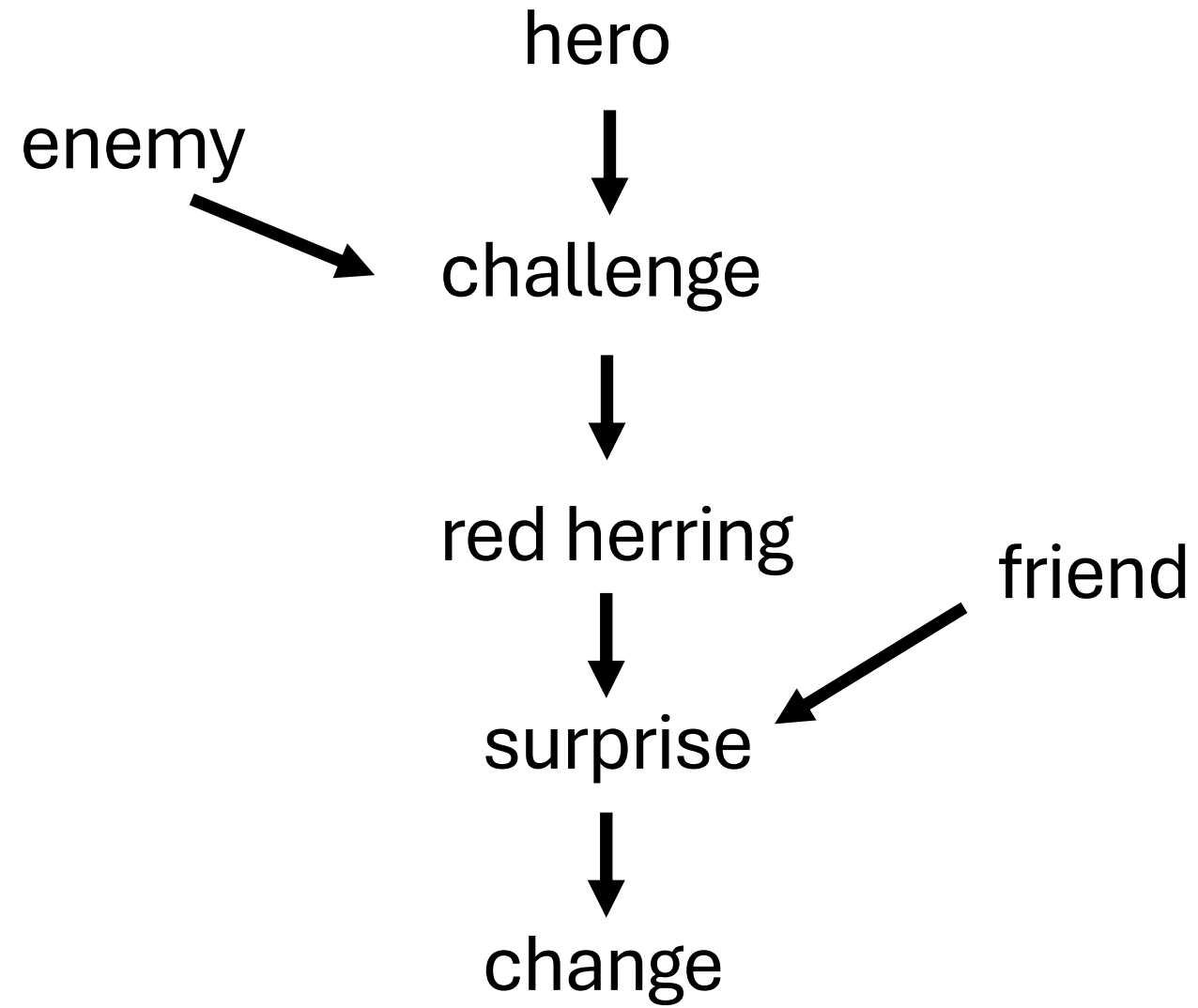
‘A story is only thought through to the end when it has taken its worst possible turn’

giving feedback

1. I noticed
2. Impact on me
3. My idea

Rules

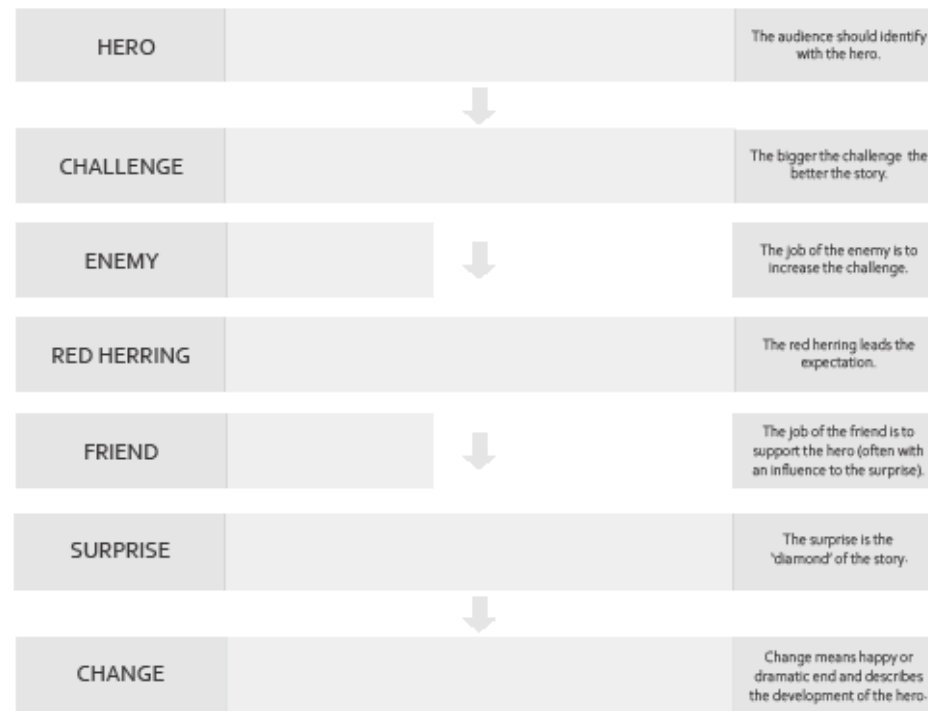
- trigger an emotional point
- a story needs a (likeable) hero
- the audience should identify with the hero / feel for him
- the bigger the challenge the better the story
- the enemy has the job of increasing the challenge
- a story needs a surprise / twist
- the friend has got an influence to the surprise
- the role of the friend in the story is yours



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STORYLINE

1	Target group
2	Communication goal
3	Emotional point
4	Personal view
Earcatcher	



Final line