

S&P **PITCH**: Get yourself Onboard

Pitching **Change** to yourself!



Suresh Sivaraman



Piyush Sharma



"When you're finished changing, you're finished"

Benjamin Franklin

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Why Pitch Change to yourself?

Change can be exciting or even intimidating at times. Certain goals and outcomes have that unmistakable magnetic pull. We find them irresistible, when big benefits are likely. But some changes may entail considerable pain during the journey, even if the outcomes seemed alluring at the start! And at times, you're left scratching your head, wondering how exactly you got hooked on to what seems like "all pain and no gain". Time is one of our most precious resources. And it is absolutely important to be sure you're signing up for the right change. That's where pitching the change to yourself can help.

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You've heard of entrepreneurs pitching their business ideas to investors, salespersons pitching products and services to buyers, and even prospective brides and grooms pitching themselves to each other! But, what's it with this pitching to oneself?

Pitching change is about **persuading yourself**. Will you put your weight behind an idea? It maybe a personal goal or a professional/business target. Perhaps you want to change your career, or reduce your weight.

You're really up for it? Lame ideas can wait! But you don't want to miss out on bright ones either. How do you get the balance right? Can it be done objectively? Valid worry, of course. After all, you're playing the role of entrepreneur and investor together.

You need cold facts, data, convincing logic and more to get your investor interested. He/she wants to get a feel for the idea itself. Will it click in the market? They want to know if you have it in you to pull it off. You've got the grit and passion to hold the fort when it gets tough big-time? Don't quite look the part? Forget their money, honey!

Welcome to "S&P PITCH", a model for pitching change to yourself, developed by coaches Suresh Sivaraman and Piyush Sharma. This MINI Booklet has an overview to the model. There's a "Practice Chart" too. Before that, let's look at what your pitch must

"It is not necessary to change. Survival is not mandatory."



*W. Edwards
Deming*

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The 4 Vital W's

contain in the very least. These are the 4 Vital W's without which it is tough to get a clear picture about your change.

4 Vital W's : Minimum Expectation from your pitch:

This is about the idea, the thought, the opportunity. Goals are not yet defined. Early days & Hazy ways. For now, start with these four vital dimensions:

WHY?, WHAT?, WHO?, WHAT ELSE?



It's a helicopter view snapshot of the change, one that helps the "investor" in you make more informed choices.

- **Why**
 - Why do you want this change? Precisely, what is it that excites you about it? What pain or trouble in your life will this fix?
- **What**
 - What happens when you've made it happen? What will change in your day-to-day life? What's the price you must pay, in terms of time, effort, money?
- **Who**
 - Apart from you, who else gets impacted? Who else needs to be on-board?
- **What Else**
 - What else happens in other areas of your life? Is there a downside? What else needs to change as you pursue this outcome?

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Does it look like a goal already? Not quite! An idea about the motivation. An early picture of the outcome, plus “other” things around as well. That’s what we have now. Understanding and clarity are the buzz-words. Chances for a better decision? That’s gone up a bit too!

Use the PITCH Model to flesh out these four dimensions. Multiple iterations? Good idea! Get the i’s dotted & t’s crossed now. Spend time on the questions and pointers in the practice chart. Answers, thoughts and ‘thoughtlets’, catch them all! A clear pic is what you’ll get. Do it before you toss out the idea, or excitedly sign up for change! Your Practice Chart link is at the end. Do click!

“The sky never changes; it is the cloud that is changing.”

Swami Vivekananda

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The PITCH MODEL

P ower Emotions	Figuring out the WHY & the Excitement! & the Why NOT too!	WHY
I Can	Are you up for it, really?	WHAT
T hinking	Smell test to rule out daydreaming! Have you thought it through?	WHAT
C heck IN	PART 2 of Are you up for it, really?	WHO & WHAT ELSE
H over over the Outcome	Know what you’re getting into	WHAT

[Click here for the S&P PITCH Practice chart](#)