

# When you pitch - how can you encourage champions to replace risk-averse thinking with inventive thinking?



## Deliver a bold value proposition, evidence to support your claims + a leadership presence that wins hearts and minds

Whether you have 12 minutes for a quick pitch or an hour for a deep dive, we'll get you ready. With **Courage**, you'll make the most of the opportunity - with the power of your natural personality and presence, with a coherent compelling value proposition and with the best evidence to validate your claims. **Courage** pitch prep will equip you + your scientific leaders to...

- **Craft your deck** — with a version to give you speaker support and a version to give champions, investors or DD analysts a leave-behind
- **Refine your delivery** — with the right connection, emphasis, voice tone, energy and gravitas — using the power of your natural personality and presence
- **Prepare for Q&A** — anticipate questions that you'll be asked and the best way to respond — so they each deep dive brings you closer and closer to a "Yes"
- **Work the room to connect before you connect** — so you anticipate who's interested in what and because investors listen more intently and respond more favorably to presenters they know and like
- **Make the most of the technology** — so it draws your audience to you and keeps them engaged
- **Respond to tough questions with open dialogue** — rather than letting criticism to put you on the defensive
- **Refine exec summaries and detailed briefs** — to pique interest before you go live with your audience
- **Deploy your board and advisors** — so they multiply your influence and understand the rationale behind new deal-terms that new investors might propose
- **Agree on take-aways + next steps** — so this pitch opens the door + brings you one step closer to a "Yes"

Dr Louise Yochee Klein PsyD  
Dr Merom Klein PhD



"I was already a good presenter and a savvy dealmaker and they showed me how to perform even better." That's what former C-suite executives and serial entrepreneurs say about the **Courage** team. "They have great insight about how scientist



leaders can improve executive presence and build confidence with analysts and

bizdev leaders who will only move forward if they have confidence that you'll actually deliver."

Louise Yochee + Merom bring 30+ years of pitch coaching and innovation leadership experience. They show leaders how to boost their presence and influence to replace risk-averse thinking with inventive thinking — and have multiplied the success of innovation leaders on five continents.



# A proven curriculum prepares technical experts to mobilize champions. Or schedule a single coaching session to prep for an investor pitch, board meeting or bizdev deliberation.

**Single dress rehearsal — \$600 USD/hr**  
Practice your pitch. Get feedback to upgrade your presence + key messages



**Group sessions — \$1200 USD/hr**  
Bring up to 8 colleagues together live or via Zoom — to practice as a team, give each other feedback, refine messages + make good handoffs when you meet with investors, due diligence analysts or buyers as a team



**Bizdev team + high-potential leadership development — On bid**  
See how pitch prep can prepare high-potential leaders to solidify partnerships, mobilize flat matrix teams + build a culture where diversity sets the stage for inventive thinking, not risk-averse thinking, on your board and in your management team



- Nervous before your presentation? How to get the butterflies in your stomach to fly in formation.
- How scientists can learn to think like businesspeople — to educate champions without talking down
- Get clear on the objective of your presentation — so you go for a Yes that will take you forward, rather than a quick decision that might not go your way
- Anticipate the questions you'll face at each step in the investor's or champion's decision-making — so you earn their confidence getting to a Yes in stages
- Organize your pitch deck to engage and wow champions, make an emotional connection and deliver proof that shows you can drive adoption
- Wingers: How to think your feet, formulate a point of view and tell an interesting story.
- 5 uplifting encouraging leadership skills that you can weave into every presentation — that inspire your audience to make informed decisions, rather than risk-averse decisions
- How to take charge and reset the tone when you encounter hostility, negativity, egos or politics
- How to embrace criticism as a learning opportunity that wins confidence rather than fomenting doubt
- How to acknowledge risk factors — so they don't become show-stoppers
- How to make the most of the technology — so your camera carries a strong positive online presence
- How to use polls, reactor panels and mindshare to increase engagement + get real issues on the table
- How to decide what to send before the meeting, what to present in the meeting and what to share in the meeting after the meeting
- 3 types of presentations: How to decide which one fits your situation and get the traction you need by starting with your goal in mind
- How to take content that was written for you + put yourself into it to bring it to life and make it yours
- How to credentialize yourself and show your gravitas — so your expertise is taken seriously
- How to boost the credibility of your champions so they win when they step up as connectors