

# How to Pitch Ideas (So People Actually Hear Them)

## Corporate Talk

Getting your ideas heard and adopted at work is essential to your ability to lead and move up the chain of command. You've got to be able to rally folks around your vision if you want to be an effective leader. And the good news is, it's a completely learnable skill!

### Talk Outline

This talk will focus on techniques for your staff to share their ideas with decision makers so they can see the potential your staff and their ideas bring to the table. We'll cover:

- The 4 key principles to successfully pitching ideas
- What executives and senior managers are listening for
- How to come across as confident and credible so people will back the idea
- Demonstrations of exactly what a good pitch sounds like – and what it doesn't sound like!

The goal of this talk is to help people learn how to pitch their ideas so they get adopted – and they get the credit for their amazing business insights!

### About The Speaker



**Holly Burton**  
**Leadership Coach for Women in Male-Dominated Industries**

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

Holly can be found online at her [website](#), or via her meetup, [Women in Male-Dominated Industries](#).

### The Details

**Length:** 1 Hour  
**Format:** Lecture-style talk (with Q&A)