

Pitch Like A Pro





CURRENTLY SERVING OVER 2,000
COMPANIES

SPECIALIZING IN PERFORMANCE
MANAGEMENT, LEARNING MANAGEMENT,
COMPENSATION, ENGAGEMENT,
RECOGNITION & REWARDS

PARTNERING OR INTEGRATING WITH DOZENS
OF HCMS VENDOR APPLICATIONS



INTRODUCTION

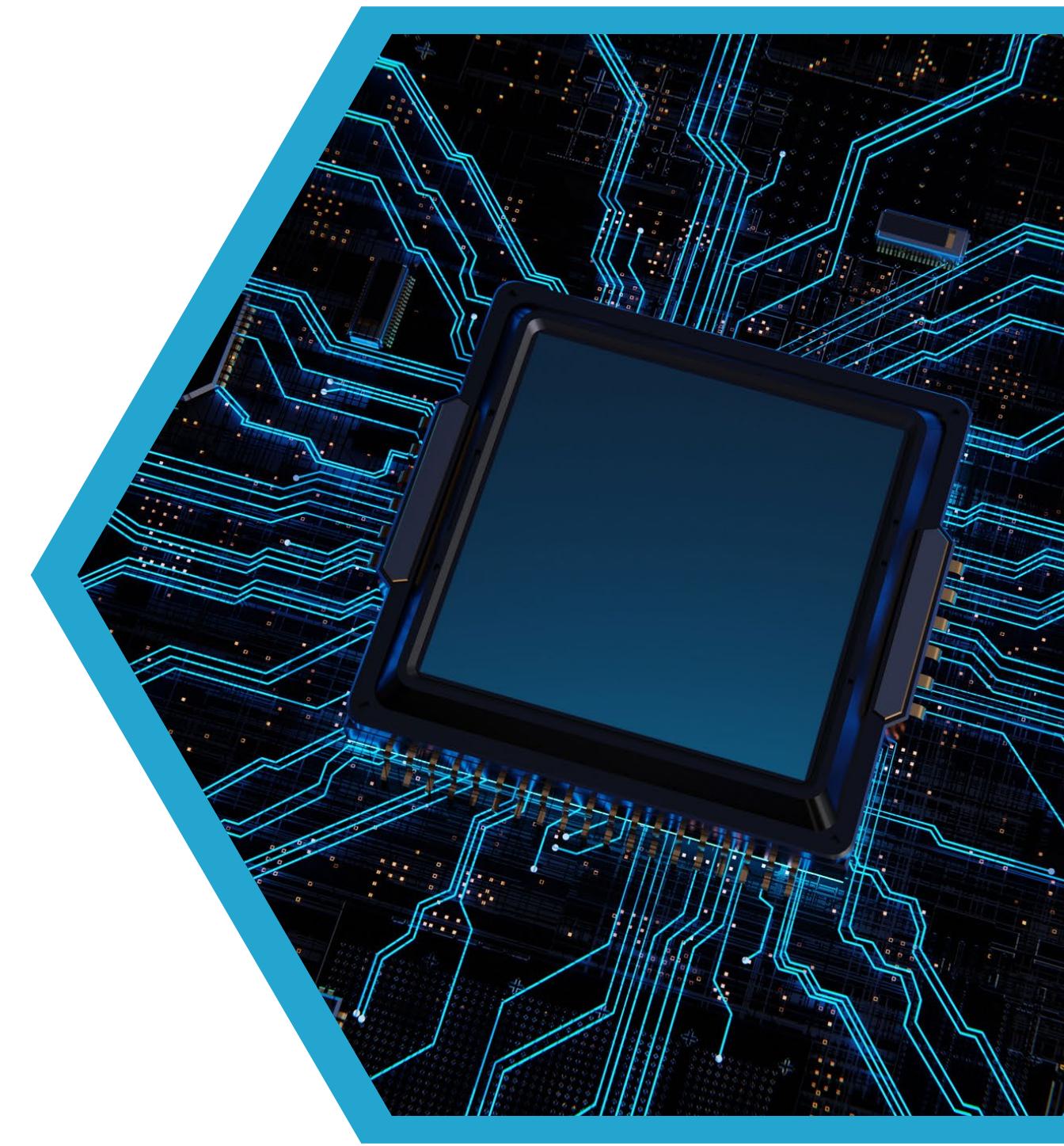
Paul Marston, SHRM-CP, is a dynamic speaker and HR leader who brings extensive experience helping organizations unlock potential in their people. As Chief Operating Officer of HR Performance Solutions, LLC, Paul has spent the past nine years consulting with HR professionals and over 700 organizations on their talent management needs—aligning best practices and emerging trends with best-in-class HR software solutions. He also oversees the introduction of forward-looking functionality to the HRPS suite of products, ensuring organizations stay ahead in a rapidly evolving workplace.

Known for his engaging style and actionable insights, Paul has spoken at events for IPMI, AACUC, MCUL's HERO Conference, CU Leagues, and HR.com, as well as numerous League-sponsored Lunch and Learns, national webinars, and the Michigan Credit Union League's HR&R summer event. His talks are grounded in real-world HR and leadership challenges, leaving audiences with both inspiration and practical tools they can apply immediately.



Chief Operating Officer

Paul Marston, SHRM-CP



Intelligent Communication

Intelligence is the speed and ease of which you understand things.

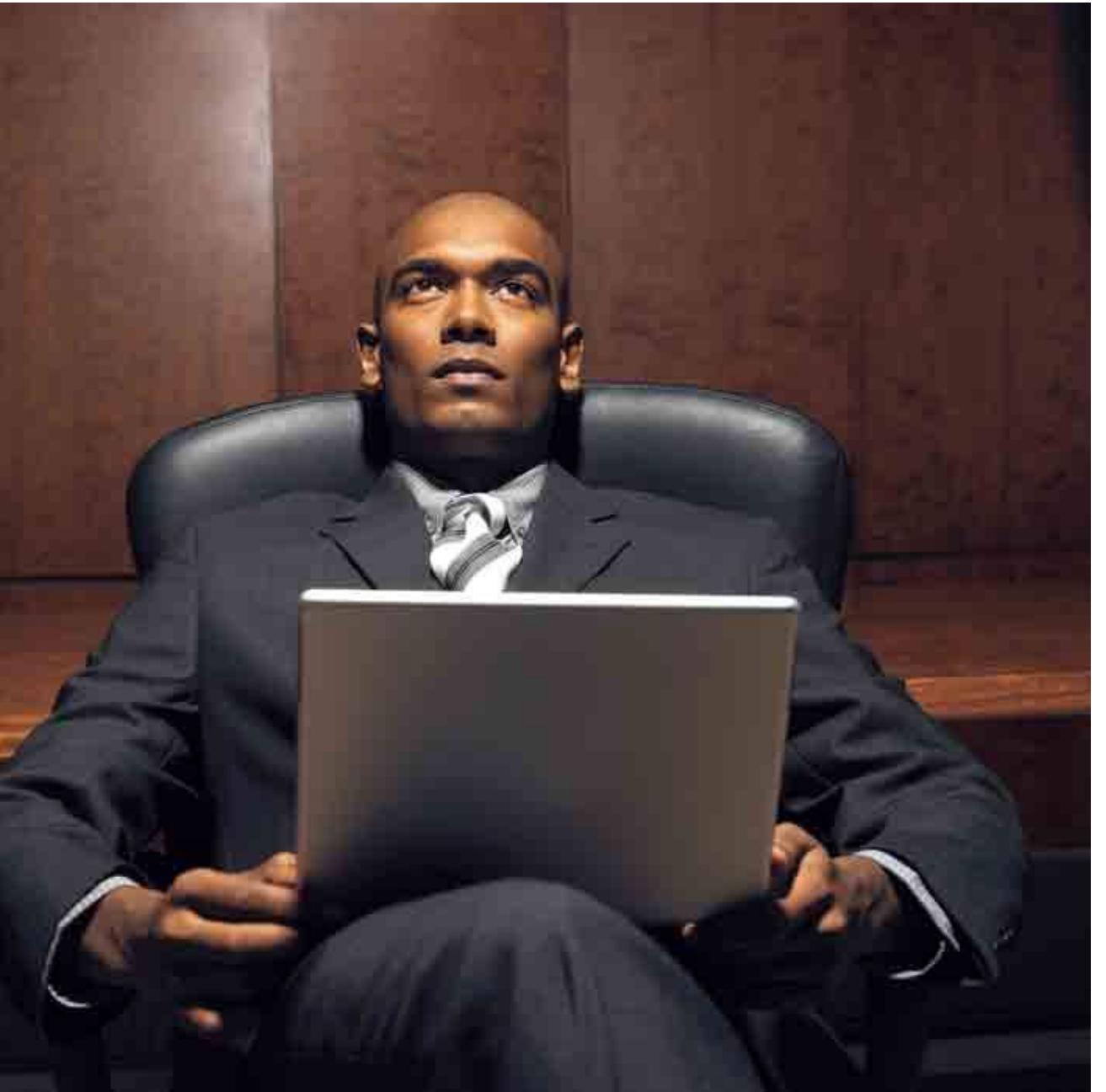
Communication is a message that is sent, received and understood.

Intelligent Communication *means being aware of how your message is understood and adapting dynamically to optimize comprehension.*

Know your Audience

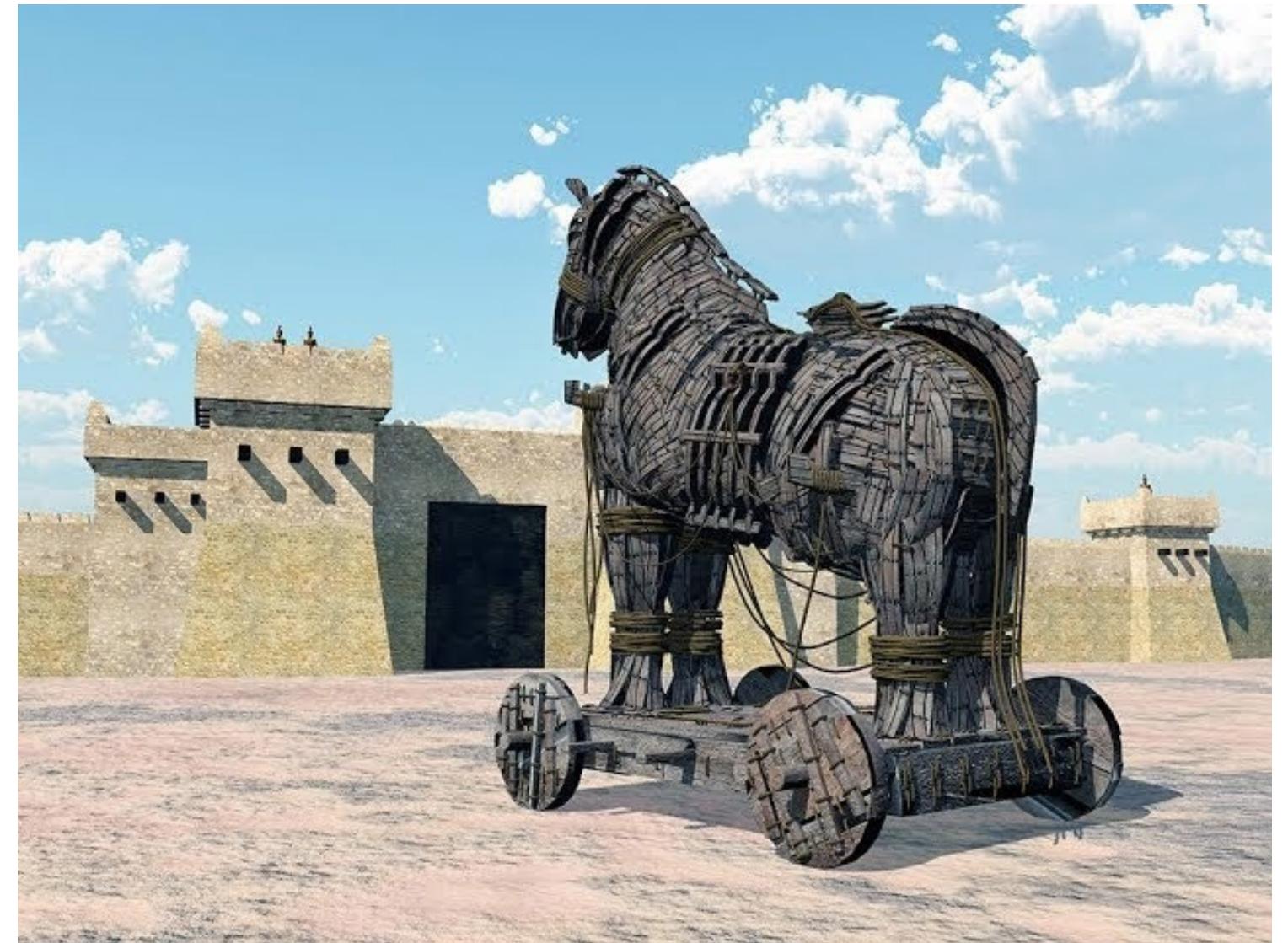
The Executive Personality

- Bullets
- Prioritizes
- Focused on Goals warm to alignment with values and mission statement



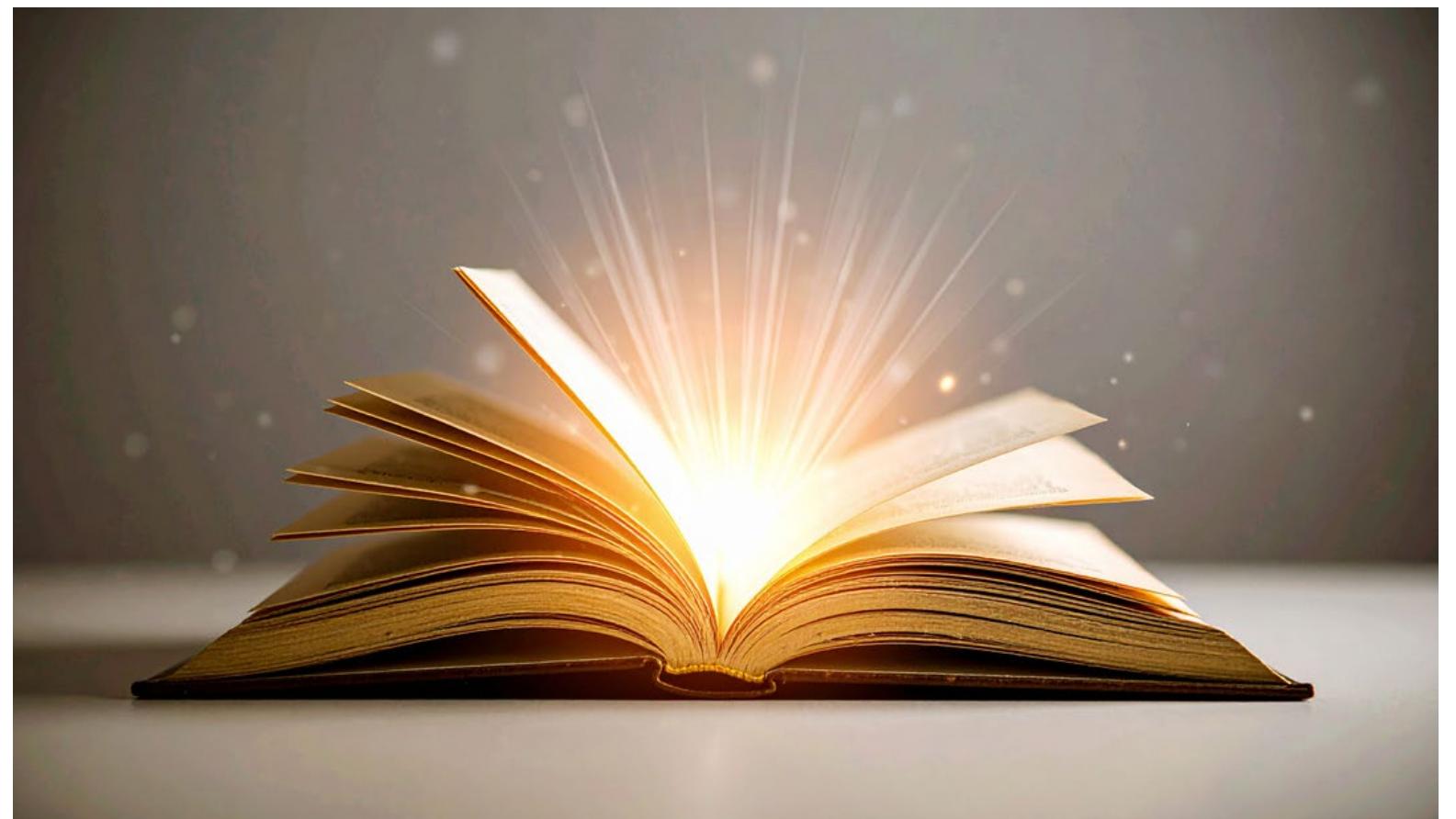
The Art of Story Telling

*A story is your Trojan horse,
and inside is the message you
want to communicate.*



Outline the Problem

- Your Story must speak to a clear problem
- Cause Concern for Characters



Gain Buy - in for Problem

Your clearly explained problem has to actually be considered... A problem



Be the Expert

Demand for a solutions doesn't inherently mean that YOUR solution is what's needed.

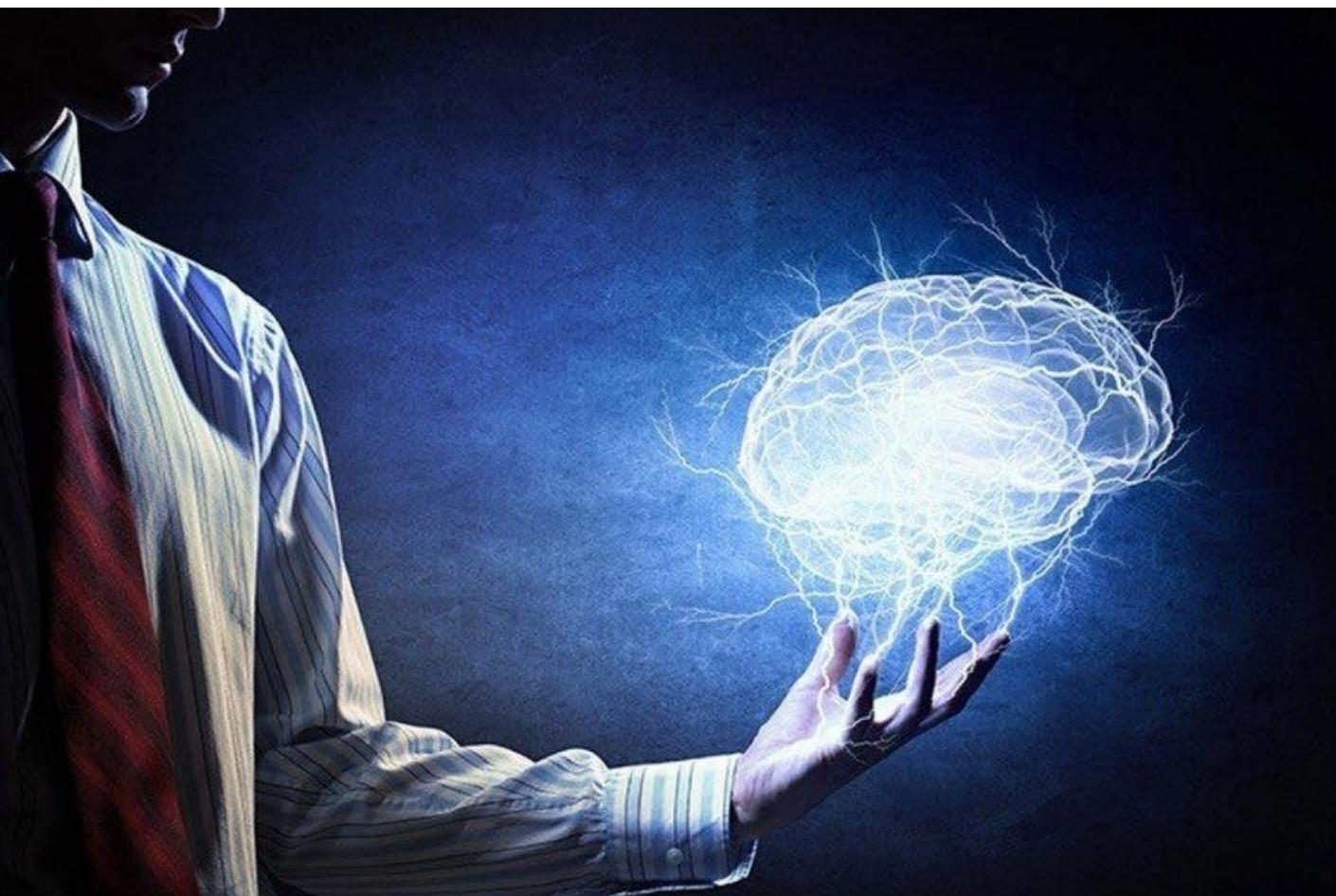
- Insights
- Case Studies
- Research Notes
- Gain Credibility

Be Enthusiastic

*Solving the problem should be
you are selling the solution.*

exciting if

Power of Suggestion



Power of Suggestion

Clip Link

Be Enthusiastic

Natural Enthusiasm

- Energetic but not over the top
- Fact Based
- Descriptive but not exaggerated
- Declarative and prescriptive and verifiably accurate
- Informative and consultative

Power of Suggestion

Leadership reaction to a new idea

- Inquiry
- Validation
- Risk Assessment



Concise

*Think 5 moves ahead, in your head.
Never overwhelm your audience.*

- Visual Aids
- Why you should care
- Bullets to explain functions and features
- Align pitch pace with listening style
- Reiterate the solution and results

Call to Action

- Simple
- Explain the initial step
- Explain what's to follow the initial step
- Obstacles that will be encountered
- Describe the initial wins along the way to the final result
- Explain the present situation, near future, end result, beyond

WHAT DID WE LEARN?

- Intelligent Communication
- Gain buy-in on a problem and gain trust that you can provide a solution
- Natural Enthusiasm
- Senior Leadership's process for digesting a new idea
- Keep it concise
- How to call to action



LET'S Connect



CHIEF OPERATING OFFICER

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