



CLICK HERE FOR  
RELATED RESOURCES

# Help Your Students Refine Their Arguments By Crafting Pitches

## What is a Pitch?

A pitch is a creative argument that encourages a particular audience to do something.

Although often thought of as a sales tool, its applications go far beyond simply selling products. A pitch can be used to encourage individuals or groups to rethink an issue, adopt a new policy, or invest their time in something. This change in behaviour is not the result of manipulation, but rather well thought out argumentation that makes a particular course of action seem obvious.

---

### RECOMMENDED READING

Daniel Pink's book "To Sell is Human" (2012) makes the compelling argument that persuasion is one of the most important skills across all careers in the 21st century. This book is filled with important insights into the art and necessity of moving others.

## Why is it Valuable?

Innovators know that in order to get their ideas off the ground, they have to get people to listen to them. An effective pitch is able to capture attention because:

- It explains complex ideas in a short amount of time.
- It takes into consideration the values and needs of its audience.
- It uses highly expressive, engaging vocabulary.
- It delivers information in a confident manner, revealing that the speaker truly believes in what they are saying.
- It is highly memorable.

It is for these same reasons that the pitch can be a powerful tool in your classroom.

## Pitches in Your Classroom

Have students assess the intro paragraph of their essays by presenting it as a pitch.

- This will help students assess how compelling their argument is, and how efficiently they have summarized the main points of their paper.
- Have them present their essay pitches at a mid-way point in the writing process, giving them enough time to respond to audience feedback and pivot their approach.

Use a pitch format to structure study sessions.

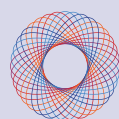
- Challenge students to summarize key concepts using as few words as possible.
- Encourage students to construct arguments around unit concepts and themes. How would the students convince others that this unit is valuable?

Empower your students by showing them that arguments can lead to change.

- Have students pitch different ways of improving your class, then act on the suggestions that were the most compelling and realistic.

Introduce your lessons using a pitch format.

- Ask yourself: What is the hook for your lesson? What is the call to action?



**Entrepreneurial  
Thinking Toolkit**  
For Educators

by



[marsdd.com/entrepreneurialthinking](https://marsdd.com/entrepreneurialthinking)



# Sample Pitch Format

Students can use this 3 step process to structure thesis statements, presentations, debates, and any other work that requires them to present arguments.



[CLICK HERE](#) to download a short PowerPoint deck containing 2 simple pitch exercises.

## What Success Looks Like

### Students are able to explain why their arguments are valuable

- Rather than focusing exclusively on the mark they earn for the activity, students discuss the importance of solving problems, and initiating specific change with their ideas.

### Students witness change resulting from their arguments

- Let your students know when they have helped you to see something differently. Make a change to your class or school based on an argument presented by your students.

### Students demonstrate self-direction and broad application

- You'll know this approach is having an impact when students choose to incorporate elements of effective pitches in numerous activities across courses.