hkpc Academy 生產力學院



Pitch Like a Pro with AI Assist

裝備未來 FutureSkills

Many people struggle to pitch ideas bosses can quickly grasp - ending up with long, unclear stories, weak outcomes, and “so what” missing.

This workshop teaches **proven frameworks for immediate results**. You'll also learn to **use AI to sharpen your pitch's logic and persuasion**.

Turn ideas into structure. Confusion into clarity. Skepticism into buy-in.

Programme Code	10018951-21
Date and time	25 Nov 2026 (Wed) 14:00 – 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Mode	Face to face workshop
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK$1,100/ HK$990* *Group discount for 2 or more

Learning Objectives

- **Think Like an executive**: Structure complex ideas into crystal-clear, precise and concise proposals that answer the dreaded "So what?" instantly.
- **Master the 60-Second Hook**: Deliver rapid, high-impact elevator pitches that grab attention and secure follow-up meetings.
- **Weaponise AI for Speed**: Use AI as your writing assistant to draft your pitch and stress-test your arguments.

Inquiry: Ms Casey TAM| +852 2788 5750 | caseytam@hkpc.org
Ms Becky YU | +852 2788 5029 | beckyyu@hkpc.org

Course Outline

1. Opening and warm-up

- Get warm-up in speaking to public
- Activity to get into the boss's head – what makes the boss say "Yes"
- Analyse what makes pitching fails

2. Long pitch: Minto Pyramid and Logic Flow

- Walk through how to create clarity and hierarchy in a pitch by using the Minto framework
- Learn common "Minto pitfalls" to watch for
- Demonstrate application using real-life example
- Participants practice session

3. AI assisted exercise

- Teach practical AI prompts to covert an idea into a Minto Pyramid
- Stress-test a logic using AI
- Real-time iteration and feedback

4. Quick pitch: SODA Elevator Pitch

- Walk through the "why" and "how" of the SODA model
- Demonstrate application using real-life example
- Participants practice session

5. AI assisted exercise

- Practise how to convert an idea into SODA
- Learn AI prompts to rewrite their SODA with a different focus
- Real-time iteration and feedback

6. Recap and reflect

- Reflect all the learning
- Identify opportunities for application

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Pitch Like a Pro with AI Assist

Trainer's Profile

Mr. Brian Tang
Trainer, Facilitator, Trainer of Facilitators, Author
Award-winning presenter
Certified Vocational Trainer

Brain is **an award-winning pitch and public speech communicator** (winner of multiple public speech contests in Macau and HK) and a corporate training consultant. He was the person in charge of the leadership development programme for a leading hospitality and gaming resort in Macau, covering thousands of staff. With over a decade of experience, he has trained thousands of people from all walks of life to structure and deliver high-impact pitches.

Additionally, he wears multiple hats. He is a certified facilitator and licensed trainer of the LEGO® SERIOUS PLAY® Method from Strategic Play®, Canada, and a certified facilitator of Six Bricks and Play & Learn by Care For Education, South Africa.

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: ***HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)***.
   Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
   Office hours: Monday to Friday 09: 00 - 18: 00

http://u.hkpc.org/bGf

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