

April 7, 2025  
**Invitation from Ann Arbor ASQ  
Virtual Meeting**

**DATE:**

Monday,  
April 7, 2025

This is a virtual (WebEx) meeting. Log-in information will be provided on the registration confirmation email.

**Time: 2:30 to 5:00 pm PDT**

Welcome & networking will begin at 2:30, followed by the presentation at around 3:00.

**There is no charge for ASQ members or non-members, but [advance registration](#) is required.**

Attendance at this meeting earns RUs toward ASQ recertification.

Additional information about the Ann Arbor ASQ section is available [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events, visit our [myASQ Community](#) or [www.asq614.org/](http://www.asq614.org/)

## Power of the Pitch: How to Pitch Your Ideas to Get the Resources You Need



**Barbara A. Boldt**

**Principal at Boldt Global  
Executive Communication Skills Coach**

Anyone can come up with an idea. And then what? How do you sell that idea to others, get their buy-in, and obtain the needed resources to make something happen?

Between 80-90% of leadership communication is about engaging people, enrolling them in your ideas, and getting them to come along with you. This is your “pitch” - a short, persuasive presentation that explains what you have to offer and why someone should buy your product or service.

The term pitching can have a negative connotation. Some people equate it with manipulation, but it actually refers to a persuasive message. Participants in this webinar will learn the foundational elements necessary to create an effective and convincing pitch.

The session will cover:

- Understanding your audience
- How to craft the “heart” of the pitch
- Problem/Solution/Transformation (the most essential part of any pitch)
- The importance of storytelling

Barbara’s language-centered approach will equip participants with the tools needed to craft impactful pitches that resonate with their audiences and get them the resources required to be successful.

*About the speaker: Barbara A. Boldt, Principal at Boldt Global, is a transformative communication coach who empowers introverted leaders to become authentic, impactful communicators. Through her unique approach, she combines anxiety-reduction techniques with strategic communication skills training to help clients move from feeling unseen to confidently representing themselves and their organizations.*

*Drawing from 20+ years of experience working internationally with professionals from over 35 countries, Barbara has an extraordinary ability to identify why a message is not connecting. Whether it is due to unclear language, structural issues, or delivery flaws, she helps her clients reshape how they communicate so their messages resonate.*