

## Lesson 6 — Pressure Variation

Session 6 of 8 | Duration: 60 min | Artifact: 3-min walk-and-talk pitch under tighter time

### Purpose

Same task, one new variable: a tighter time cap. Pitch must hold all five beats in 3 minutes — one minute less than standard. Simulates the corridor moment when a client says “I have 3 minutes between meetings, give me your headline.”

### Phases

Time	Phase	Trainer does
0:00–0:05	Frame the variable	Today's pitch is 3 minutes, not 4. Same task, same beats, less time. Frame: the client has just texted “walking from one meeting to another, give me 3 minutes.”
0:05–0:20	Read the brief	New brief (below). Silent reading.
0:20–0:30	Silent prep	Notes allowed. Learners must decide which beat takes the cut — and own the decision.
0:30–0:55	Pitches under time pressure	Each learner records 3 min. Trainer holds a visible stopwatch. At 3:00, recording stops — even mid-sentence.
0:55–1:00	Close	One observation on which beats survived the time cut. Save recordings.

### Scripted teacher language

*“The client is walking between meetings. You have 3 minutes — not 4. Same five beats. One minute less.”*

*“Decide before you start: which beat will you compress? Don't drop one entirely — compress.”*

*“Stopwatch is visible. At 3:00 sharp, you're done — even if you're mid-sentence.”*

### Client brief — new

#### Client: Red Sea Film Festival — closing-night gala

Brief. The Red Sea International Film Festival organisers want Park Hyatt Jeddah for the closing-night gala and cocktail reception — 150 international filmmakers, critics, jury members, and press. The reception runs 6pm–8pm; gala dinner 8pm–11pm. Date is 8 weeks out.

Decision-maker. Yara Khalifa, Festival Operations Director. She is comparing two other Jeddah properties and has stated she will decide within 72 hours.

The vision (captured in 30 seconds at the start of the call). “We want it to feel cinematic — like the closing scene of the festival, not a corporate event. Red Sea visible, modern, with one moment that makes our international guests feel they've ended somewhere unforgettable.”

### Operational notes.

- Mixed international guest profile — 60% non-Saudi, 40% local
- Press will be on-site; some images will appear in international film media
- Festival has named that they need a fast yes-or-no path — proposal in 24 hours, contract within 72

**The pitch: Present a 3-minute pitch to Yara. Stopwatch visible. Same five beats.**

### Between-session work

Each learner brings one real upcoming brief from their own pipeline to L8 — a brief they'll actually pitch in the next 30 days.

### Artifact

3-min recording per learner. Save as **PHJ\_[Department]\_[LearnerID]\_EventSales\_L6\_YYYY-MM-DD**.