

A WOMEN LEADERSHIP FOUNDATION  
PROFESSIONAL TRAINING PROGRAM

# PITCH TO LEAD [PTL]

**PERFECT YOUR PITCH,  
EMPOWER YOUR LEADERSHIP**

Step into your power with PTL. Sharpen your voice, command the room, and lead with conviction – built for those ready to pitch bold ideas and drive lasting change.

## PITCH TO LEAD (PTL) PROGRAM OVERVIEW

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Pitch to Lead is a two-day intensive program crafted to equip leaders with the integrated skills of relationship-building and impactful pitching. Designed to help participants connect and communicate ideas that inspire action, this program empowers leaders to drive meaningful results.

## WHY CHOOSE PTL?

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- Building Leadership through Effective Communication
- Unlocking the Potential of Talented Employees
- Enhancing Efficiency in Meetings and Presentations
- Preparing Leaders for High-Stakes Situations

## OUR APPROACH

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Led by seasoned industry experts with deep leadership expertise, our approach blends real-world experience with practical frameworks — equipping leaders with the skills to pitch with confidence and lead with lasting impact.



2029



## For Professionals Ready to Lead

**This is more than a program — it's your toolkit for leadership that commands attention. Walk away with the skills to:**

- **Build Confidence and Visibility** Develop the presence and self-assurance to stand out in any room. Learn how to position yourself as a credible, compelling leader whose voice gets noticed and whose ideas get heard.
- **Master Techniques for Concise, Impactful Messaging** Cut through the noise with communication that is clear, persuasive, and memorable. Discover how to craft and deliver messages that resonate, inspire action, and leave a lasting impression.
- **Enhance Time Management for Effective Presentations** Take control of the room without losing the clock. Build the ability to structure and deliver powerful presentations within any timeframe — maximizing impact while respecting every minute.

# PROGRAM CURRICULUM

## Driving Results



*The 2-day curriculum is meticulously designed to balance the art of pitching with the science of leadership. Each day dives into a critical dimension of impactful communication through immersive learning, real-world case discussions, and hands-on experiential activities.*

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## Day 1: Communicate with Clarity and Confidence

### Module 1: Introduction to Purposeful Leadership & Communication

- Understanding leadership presence
- Communicating with clarity and intention
- Linking leadership credibility with communication effectiveness

### Module 2: Structuring Key Messages for Maximum Impact

- Identifying personal triggers, values and leadership blind spots
- Emotional mapping and self-reflection exercises

## Day 2: Pitch, Influence, and Inspire

### Module 3: Pitch It Right

- Anatomy of an effective pitch
- Communicating value with confidence
- Storytelling frameworks for leaders
- Practical tools to elevate pitch delivery

### Mock Pitch Session

- Develop a structured pitch using techniques learned
- Group pitch presentations
- Evaluation of clarity, persuasion, structure, and delivery

# Uniting Talents, Fueling Innovation

*Meet the expert driving our mission, bringing years of industry experience, passion, and strategic insight to every session.*



**DATUK (DR.) HAFSAH HASHIM**  
*Founder & Chairman*  
*Women Leadership Foundation (WLF)*

Datuk (Dr.) Hafsa Hashim was the Chief Executive Officer of the SME Corporation Malaysia (SME Corp. Malaysia) for 13 years 11 months. She holds a Bachelor in Applied Science from the Science University of Malaysia and Masters in Business Administration from Aston University, United Kingdom. Recognizing her expertise in SME development and entrepreneurship, she was awarded with Honorary Doctorate of Entrepreneurship by Universiti Tenaga Nasional in 2015.

Datuk (Dr.) Hafsa Hashim was also appointed as the 'Professor of Practice' of the Putra Business School, and Adjunct Professor at Universiti Tenaga Nasional (UNITEN), Universiti Teknologi Malaysia (UTM), Universiti Putra Malaysia (UPM), National University of Malaysia (UKM) and Universiti Teknologi PETRONAS (UTP).

During her tenure serving the Government of Malaysia for 36 years and 2 months, Datuk (Dr.) Hafsa Hashim accumulated a wealth of experience in public sector administration and policy development. She served in several Ministries including Ministry of International Trade and Industry (MITI), Ministry of Agriculture and Ministry of Primary Industries.

# PROGRAM INVESTMENT

# RM 21,000.00

## For up to 30pax

*\*\*Additional RM4,000 for assessment and report*

*Price is exclusive of 6% SST*

**2-Day**

FACE TO FACE

**7 Hours**

CLASSROOM

**Full**

CERTIFICATION

# HRD CLAIMABLE

- Training Program Detail: 10001657200
- Program Name: Pitch To Lead (PTL)



# REGISTRATION FORM

Scan the QR code below



[or Click the link here!](#)

## READY TO TRANSFORM YOUR TEAM?

Contact our Program Director to discuss availability and customization for your program

**PROGRAM DIRECTOR**

**Ms. Shafikah Mahmud**



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