



OPEN THE CEO'S WALLET

18-Minute Musculoskeletal Disorder & Manual Handling Risk Management Investment Presentation Pitch

0-2 Minutes ... Introduction

Passionate & emotive first paragraph using your voice's Rate ... Volume ... Pitch ... & Pauses to punch key words. Anaphora "*You should care because.*" 1 Minute Video visualises the hard, physical jobs their money-makers do. Speak briefly about issues with the task & the high-risk level of MSDs.

2-4 Minutes ... Your Core Message

What you want investment for. The problems with the Manual Handling operations that warrants this investment. Present visually engaging slides. *Name, Names, Names.* Up the investment credibility with quoted support from specific influential Directors & Colleagues. The more you make this a collective request the better. The *Upstream* approach.

4-6 Minutes ... Future Pace

Become the *Wolf of Wall Street*. Future pace the CEO by putting the images in their head of big financial losses. Present your visually engaging slide of Injury at Work payouts ... the potential damage to the CEO's Business. Then hit them with an appeal to their self-interest ... "*What could this cost YOU?*"

6-11 Minutes ... Drop the CEO's Jaws

Grab the highest levels of your CEO's attention with emotionally vivid events. Jaw-Dropping Moment 1 ... *Meaty*. Jaw-Dropping Moment 2 ... *Narcotics*. *Jaw-Dropping Moment 3 ... A Jammy Moment*. Leverage these moments making your cause & investment pitch both memorable & action persuasive.

11-14 Minutes ... Statistics Nerd

Deliver statistics in a new way. The CEO & each Director is given an envelope & balloon with a certain number, which they open & show at specific data points. Use the Musculoskeletal Disorder Score Form as '*data on the ground*' as to the real level of Manual Handling problems. The CEO '*cheese*' moment.

14-17 Minutes ... Personal Unexpected Stories

Bring in the Surprise Guest ... the Employee who suffered a Workplace MSD & the negative impact it had on their life. *Mr Goddard's True Story of Business Regret* from *Gareth Milner's MSD Risk Management Book Sorry! We're Closed*. Showcase your personal stories from your experience ... & your victories.

17-18 Minutes ... The Finale

A 1-minute summary of your Presentation delivered with passion & assertiveness. The CEO receives a post card from the Ex-employee on their holiday of a lifetime from their Claim pay out. It's time to *Open the CEO's Wallet*.



www.osteopathicsolutions-manualhandling.co.uk/open-the-ceos-wallet-blog-gareth-milner-osteopathic-solutions