

LEADERSHIP DEVELOPMENT SERIES

# The 5-Sentence Power Pitch

Architecting a High-Impact Corporate Brand for Kiran Scholars.

**Your Technical Expertise meets Executive Presence.**

# Communication as ROI

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Moving from **Kirkpatrick Level 3 (Behavior)** to **Level 4 (Results)**. Every pitch is a strategic alignment of your skills with organizational goals.

# Sentence 1: The "Power Identity"

## Instruction: Start with your Brand

Don't just state your name. Lead with your  
**Seal of Quality**—The Kiran Scholarship.  
Establish immediate authority.

✘ **Mistake to Avoid:** Saying "I am just a student."

**Formula:** "I am [Name], a Kiran Scholar and [Branch] Engineering student with a focus on [Your Specialization]."



## Sentence 2: The "Technical Proof"



### Instruction: Precision over Generalization

State exactly what you are mastering. Use industry-relevant keywords to prove you are

**Tech-Fluent.**

**Formula:** "Currently, I am honing my expertise in [Skill A] and [Skill B] to solve [Industry Problem]."

✘ Mistake: "I like coding" (Weak) vs "I specialize in Java Backend" (Strong).

# Sentence 3: The Win

## Instruction: Quantify the Result

Focus on **Level 4 ROI**. What was the measurable outcome of your action?

Results build credibility.

**Formula:** "I recently [Action] which resulted in [Measurable Outcome/Learning]."

✘ Mistake: Describing the process. Only describe the Result.



# Sentence 4: The "Resilience Edge"

## Instruction: Your Grit as a Strength

Show you are **Data-Driven and Resilient**. Being a Kiran Scholar is proof you can thrive under pressure.

**Formula:** "Being selected for this scholarship has taught me to thrive in [High Pressure] environments."

✘ **Mistake:** Sounding like a victim. Sound like a Leader.



# Sentence 5: The Strategic Close



## Instruction: Drive the Next Step

Never leave without a "Low-Friction" request.

Aim for insight, not a job.

**Formula:** "I am eager to learn from leaders like you; would you be open to a [Brief Connection]?"

✘ **Mistake:** Asking for a job immediately. Ask for insight.

# The Full Power Narrative



"I am Neha Patil, a **Kiran Scholar** specializing in scalable Python solutions."



"Honing expertise in **Data Structures** to optimize large-scale processing."



"Automated library systems, reducing manual entry time by **40%**."



"Taught me to thrive in **high-pressure** environments."



"Open to a brief **LinkedIn connection?**"

# Mistakes vs. Mastery

Section	The Common Pitfall	The Expert Power Move
Identity	"I am just a student"	"I am a Kiran Scholar"
Skill	"I like coding"	"Mastering Data Structures"
Result	"I learned a lot"	"Achieved 40% Efficiency"
Close	"Can you hire me?"	"May I connect on LinkedIn?"

# | The Executive Window

7s

## **The Attention Span**

Research suggests you have exactly 7 seconds to establish authority. Using your **Power Identity** immediately captures this window, converting attention into professional interest.

**Speed + Precision = ROI**

# Deploying your Brand



## LinkedIn Sync

Update your headline to match Sentence 1. Your digital brand is your secondary resume.



## Networking

Use the pitch in every interaction. Scalability is about consistency across all channels.



## Moodle Logs

Track your participation. Data-driven leaders use metrics to prove engagement.



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