



Game-Based Learning Faculty Institute

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Pixar Pitch

Daniel Pink's book, *To Sell is Human*, outlines a tool called the Pixar Pitch. He says that in order to move others, we need to become much better at clearly stating what it is that we want and where it is we want people to go. The Pixar Pitch is a process he outlines to help with this.

1. Once upon a time there was ...
2. Every day ...
3. One day ...
4. Because of that ...
5. Because of that ...
6. Until finally ...