

Why your credentials deck is *losing you pitches.*

The most used and least examined asset in the industry, and the two pages that fix it.



THE PROBLEM

It answers a question *nobody is asking.*

Who we are, what we do, some logos, our process, our team. Every slide answers **can you do this?** The client decided you could before they put you on the list. The question they are actually holding is this one:

“

If I pick you, and it goes wrong, *can I defend having picked you?*

The creds deck never touches it. The decision gets made afterwards, by someone retelling your story to people who were not in the room.

WHAT IT COSTS YOU

Four failures, none of them *about the work.*

It makes you comparable

Six agencies, six versions of the same template. That is a spreadsheet, and spreadsheets get won on price.

It is unrepeatable

If what your champion carries out is “nice team, strong work”, they have nothing to argue with.

It wastes your best minutes

Attention peaks in the first ten. Most decks spend them on history and reach the thinking at minute thirty five.

It is defensive

A deck built to reassure reads like an agency expecting to be doubted, not one expecting to be chosen.

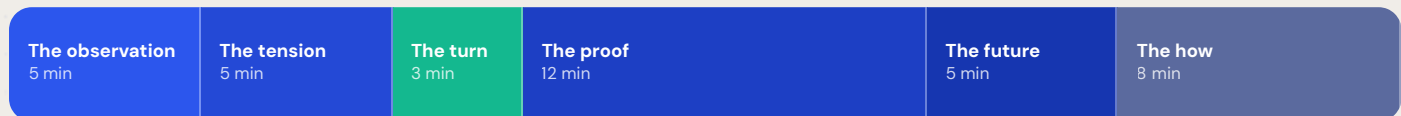
THE SHORT VERSION

Decide the one sentence you want repeated, build the deck to prove it, and cut everything that does not.

THE FIX

Give them an argument, *not an inventory*.

Start with the **win theme**: one sentence that answers why us, why now. Decide it before a slide is built and test every section against it. Then shape the time like this, with credentials compressed into the last section, after the argument has already been made.



Observation & tension

Something true about their business they have not heard elsewhere, and the real reason it has not been solved.

The turn & the proof

The win theme stated plainly. Then two pieces of work that prove it, not twelve that prove you are busy.

The future & the how

Their business in eighteen months if this is right. Team, process and commercials last and brief.

DELETE THESE THIS WEEK

- ☐ **The agency timeline.** Nobody hires a founding year.
- ☐ **The logo wall.** Thirty says busy. Two says relevant.
- ☐ **The full team grid** of people they will never meet.
- ☐ **The process diagram.** No client has ever believed one.
- ☐ **Awards, values and off theme case studies.**
- ☐ **The “why us” summary.** If you need it, the deck failed.

THE TWO MINUTE TEST

Run it before every pitch.

Write the one sentence you want your champion saying to their CEO three days later. Then look at your deck and ask whether a reasonable person would leave with that sentence.

If not, you have built content, not an argument.

FREE, AND NO EMAIL WALL

Where are *your* gaps?

Fifteen questions, five minutes, and a score you can take to your leadership team. Then use the two free tools to work out who to go after and what to send them.

Permissionless Healthcheck →

Your score and the three fixes that move it fastest.

Who should I target? →

A short list of UK organisations that fit you.

How can I be permissionless? →

Three things to send them, and what to say.