**Sažetak modula:**

**Predstavljanje ideje (pitcha) šefu:**

**Prezentacija ideje i prikupljanje podrške**

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| **Ključne riječi** | Pitch ideja, vrste pitcha, priprema pitcha, vježbanje pitcha, prezentacija pitcha, neuspjeh pitcha |
| **Jezik** | Hrvatski |
| **Ciljevi / Ishodi učenja** | Na kraju ovog modula moći ćete:   * Definirati izraz “idea pitch” and odrediti prednosti predstavljanja ideje korištenjem pitcha * Raspravljati o različitim vrstama pitcha * Razviti dobar pitch * Učinkovito predstaviti korištenjem pitcha poslovnu ideju * Prezentirati pitch ideju svom šefu * Nositi se s neuspjehom pitcha |
| **EQ Razina** | Razina 4 |
| **Opis** | Modul pod nazivom Predstavljanje ideje (pitcha) šefu: Prezentacija ideje i prikupljanje podrške razmatra definicije predstavljanja pitcha, ističe prednosti predstavljanja ideje korištenjem pitcha i identificira vrste pitcha. Također se bavi razvojem pitch ideje, što uključuje savjete za pripremu pitcha i savjete o tome kako ga prakticirati. Daje savjete o tome kako ideju predstaviti šefu, kao i savjete o govoru tijela i glasu tijekom prezentacije. Naposljetku, bavi se neuspjehom pitcha i načinom na koji se nositi s "ne" kao odgovorom. |
| **Sadržaj razrađen u 3 razine** | 1. **Pitch ideja i njezina struktura**   1.1 Što je pitch ideja?  1.2 Prednosti pitcha u predstavljanu ideje  1.3 Vrste pitcha   1. **Razvoj pitch ideje**   2.1 Priprema pitcha  2.2 Vježbanje pitcha  2.3 Strategije za uspjeh pitcha   1. **Predstavljanje pitch ideje**   3.1 Predstavljanje vašeg pitcha  3.2 Govor tijela i ton glasa u pitchu  3.3 Kako se nositi s neuspjehom pitcha |
| **Pojmovnik**  **(5 pojmova)** | **Pitch ideja**  Pitch ideja predstavlja prezentaciju poslovne ideje drugima. Učinkovito predstavljanje uključuje izgradnju odnosa sa sugovornikom, isporuku jednostavne i snažne poruke, isticanje i privlačenje pažnje.  **Elevator pitch**  Elevator pitch je kratak govor koji opisuje ideju za proizvod, uslugu ili projekt. Trebao bi biti kratak, tj. ne dulji od vremena vožnje dizalom - ili oko 30 do 60 sekundi.  **Pitch strategije**  Pitch strategije su akcijski planovi osmišljeni da vam pomognu razjasniti svoju poruku i pomognu vašem šefu da vašim idejama da zeleno svjetlo.  **Planiranje pitcha**  Planiranje pitcha je proces stvaranja plana za učinkovit pitch.  **Neuspjeh pitcha**  Neuspjeh pitcha znači da vaša ideja nije prihvaćena jer nije izvediva ili zbog loše izvedbe i neiskustva. |
| **Test samoprocjene (5 pitanja s višestrukim izborom)** | **1. Da bi bio učinkovit, pitch mora prenositi:**  A.) detaljnu poruku  B.) kompleksnu poruku  **C.)sažetu poruku**  **2. Što vam može pomoći da šef prihvati vašu ideju?**   * 1. Govori podređenim jezikom   B.) Nemojte tražiti savjete i smjernice  **C.) Pozovite svog šefa na zajedničku raspravu**  **3. Elevator pitch traje:**   * 1. **oko 30 do 60 sekundi**   2. između 3 i 10 minuta   3. oko 30 minuta   **4. Koje korake možete poduzeti da bi vaš pitch bio uspješan?**   * 1. Priprema opsežne prezentacije   **B.) Priprema i uvježbavanje vašeg pitcha**  C.) Dođite na ideju spontano  **5. Kako se nositi s neuspjehom pitcha?**   * 1. Odustanite od svoje ideje   **B.) Analizirajte koji je razlog neuspjeha**  C.) Odustanite jer vaša ideja nije prihvaćena |
| **Izvori (video, poveznica za reference)** | **Elevator Pitch** (Investopedia)   * <https://www.investopedia.com/terms/e/elevatorpitch.asp>   **How to effectively pitch a business idea** (Harvard Business School Online)   * <https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea>   **Pitch (The Cambridge Dictionary).**   * <https://dictionary.cambridge.org/dictionary/english/pitch>   **Developing an idea pitch:**   * <https://startupnation.com/start-your-business/practice-your-pitch/> * <https://mailchimp.com/courier/article/practice-your-pitch/> * <https://www.inc.com/young-entrepreneur-council/5-tips-for-delivering-an-effective-pitch-for>   **Delivering the idea pitch:**   * <https://www.ilab.ceu.edu/articles/a-winning-3-minute-startup-pitch-9-things-you-should-focus-on> * <https://fleximize.com/articles/013910/write-and-deliver-perfect-pitch> * <https://www.indeed.com/career-advice/career-development/idea-pitch> * <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/12-easy-steps-to-a-perfect-pitch/> * <https://www.dave-bailey.com/blog/the-structure-of-the-perfect-pitch> * <https://www.thinklions.com/blog/failed-startup-pitch/> * <https://www.entrepreneur.com/growing-a-business/how-to-sell-an-idea-to-your-boss-infographic/298582> * <https://startupnation.com/start-your-business/practice-your-pitch/> * <https://mailchimp.com/courier/article/practice-your-pitch/> * <https://www.inc.com/young-entrepreneur-council/5-tips-for-delivering-an-effective-pitch-for-your-services.html> * <https://www.forbes.com/sites/chriswestfall/2019/08/05/pitch-your-ideas-boss-7-proven-strategies-for-success/?sh=5088482a193c> |
| **Odnosna PPT** | GENIE\_PPT\_ Pitching to your boss\_HR.pptx |
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| **Pripremio** | Sveučilište u Dubrovniku |