**Sažetak modula:**

 **Predstavljanje ideje (pitcha) šefu:**

**Prezentacija ideje i prikupljanje podrške**

|  |  |
| --- | --- |
| **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
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| **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 pitcha1. **Razvoj pitch ideje**

2.1 Priprema pitcha2.2 Vježbanje pitcha2.3 Strategije za uspjeh pitcha1. **Predstavljanje pitch ideje**

3.1 Predstavljanje vašeg pitcha3.2 Govor tijela i ton glasa u pitchu3.3 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 porukuB.) 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/>
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* <https://www.forbes.com/sites/chriswestfall/2019/08/05/pitch-your-ideas-boss-7-proven-strategies-for-success/?sh=5088482a193c>
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| **Odnosna PPT** | GENIE\_PPT\_ Pitching to your boss\_HR.pptx |
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8. A Winning 3-Minute Startup Pitch: 9 Things You Should Focus On <https://www.ilab.ceu.edu/articles/a-winning-3-minute-startup-pitch-9-things-you-should-focus-on>
9. How to Write & Deliver the Perfect Business Pitch <https://fleximize.com/articles/013910/write-and-deliver-perfect-pitch>
10. How To Pitch an Idea in 6 Steps <https://www.indeed.com/career-advice/career-development/idea-pitch>
11. 12 Pitch Tips for the Perfect Business Pitch <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/12-easy-steps-to-a-perfect-pitch/>
12. The Structure of the Perfect Pitch <https://www.dave-bailey.com/blog/the-structure-of-the-perfect-pitch>
13. How To Bounce Back From A Failed Startup Pitch <https://www.thinklions.com/blog/failed-startup-pitch/>
14. How to Sell an Idea to Your Boss (Infographic) <https://www.entrepreneur.com/growing-a-business/how-to-sell-an-idea-to-your-boss-infographic/298582>
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16. Practicing pitches <https://mailchimp.com/courier/article/practice-your-pitch/>
17. 5 Tips for Delivering an Effective Pitch for Your <https://www.inc.com/young-entrepreneur-council/5-tips-for-delivering-an-effective-pitch-for-your-services.html>
18. Pitch Your Ideas To Your Boss Using These 7 Proven Strategies For Success <https://www.forbes.com/sites/chriswestfall/2019/08/05/pitch-your-ideas-boss-7-proven-strategies-for-success/?sh=5088482a193c>
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| **Pripremio** | Sveučilište u Dubrovniku  |