**Training Fiche:**

**Pitching to your boss: Idea presentation and support gathering**

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| **Keywords**  **(meta tag)** | Idea pitch, types of pitches, pitch preparation, pitch practicing, pitch presentation, pitch failure |
| **Language** | English |
| **Objectives / Goals/ Learning outcomes** | At the end of this module you will be able to:   * Define the term “idea pitch” and outline the benefits of pitching an idea * Discuss the different types of pitches * Develop a good pitch * Effectively pitch a business idea * Present idea pitch to your boss * Deal with pitch failure |
| **EQF level** | Level 4 |
| **Description** | The module entitled Pitching to your boss: Idea presentation and support gathering looks at definitions of idea pitch, outlines benefits of pitching an idea and identifies types of pitches. It also deals with pitch idea development, which includes tips for preparing your pitch and tips on how to practice it. It provides tips on how to present the idea to the boss, as well as tips on body language and voice during the presentation. Finally, it addresses the pitch failure and the way how to deal with “no” as an answer. |
| **Contents arranged in 3 levels** | 1. **Idea pitch and its structure**    1. What is an idea pitch?    2. Benefits of pitching an idea    3. Types of pitches 2. **Development of an idea pitch**    1. Preparing your pitch    2. Practice your pitch    3. Strategies for pitch success 3. **Delivering an idea pitch**    1. Presenting your pitch    2. Body language and voice in your pitch    3. Dealing with pitch failure |
| **Glossary**  **(5 terms)** | **Idea pitch**  An idea pitch is the presentation of a business idea to others. An effective pitch involves building rapport with your counterpart, delivering a simple and powerful message, standing out, and attracting attention.  **The elevator pitch**  An elevator pitch is a short speech outlining the idea for a product, service or project. It should be short, i.e., no longer than the time of an elevator ride - or about 30 to 60 seconds long.  **Pitch strategies**  Pitch strategies are action plans designed to help you clarify your message and help your boss give your ideas the green light.  **Pitch planning**  Pitch planning is the process of creating a plan for an effective pitch.  **Pitch failure**  A pitch failure means that your idea is not accepted because your idea is not feasible or because of poor performance and inexperience. |
| **Self-assessment test (5 multiple choice questions)** | 1. **To be effective, a pitch must convey:**    1. a detailed message    2. a complex message    3. **a concise message** 2. **What can help you get your boss to accept your idea?**    1. Speak in subordinate language    2. Don’t ask for advice and guidance    3. **Invite your boss to a shared discussion** 3. **The elevator pitch lasts:**    1. **about 30 to 60 seconds**    2. between 3 and 10 minutes    3. about 30 minutes 4. **What steps can you take to make your pitch successful?**    1. Preparing a comprehensive presentation    2. **Preparing and practicing your pitch**    3. Come up with an idea spontaneously 5. **How to deal with the pitch failure?**    1. Give up on your idea    2. **Analyze what is the reason of the failure**    3. Quit because your idea is not accepted |
| **Resources (videos, reference link)** | **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> |
| **Related PPT** | GENIE\_PPT\_ Pitching to your boss.pptx |
| **Bibliography** | 1. Elevator Pitch (Investopedia) <https://www.investopedia.com/terms/e/elevatorpitch.asp> 2. Faust, B., Faust, M. (2006). Pitch Yourself: The Most Effective CV You'll Ever Write. The Best Interview You'll Ever Give. Secure the Job You Really Want. Pearson Education. 3. How to effectively pitch a business idea (Harvard Business School Online) <https://online.hbs.edu/blog/post/how-to-pitch-a-business-idea> 4. Pitch (The Cambridge Dictionary) <https://dictionary.cambridge.org/dictionary/english/pitch> 5. Santolalla, O. (2020). Rock the Tech Stage How the Best Speakers in Tech Present Ideas and Pitch Products. Apress Media. 6. Shortcut Edition (2021). SUMMARY - Perfect Pitch: The Art Of Selling Ideas And Winning New Business By Jon Steel. Shortcut Edition. 7. Wise, S., Feld, B. (2017). Startup Opportunities: Know When to Quit Your Day Job. John Wiley & Sons. 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> 15. Practice Your Pitch: 5 Techniques for Success <https://startupnation.com/start-your-business/practice-your-pitch/> 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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