

# The Pitch

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Recommended for everyone who wants to get a buy-in and promote ideas and solutions using intrapreneurial new-idea thinking from vision to value.

## WHAT IT'S ABOUT

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- Preparing and structuring strong pitches focused on benefits.
- Creating clear vision and benefit statements.
- Clearly defining plans and deliverables.
- Asking for action and support based on company/end-user benefit.

## TRAINING AIMS

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- By the end of the course, the participants will be able to:
- act as an intrapreneur;
  - create a short, well-structured pitch focused on benefits;
  - express clear vision and execution statements;
  - express their ideas clearly to their peers, managers, and stakeholders;
  - act assertively and clearly when requesting action and support for their ideas.

## DURATION & COMPONENTS

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Prework	Complete Needs Analysis Survey
Session 1	Workshop: The Why (1.5h)
Session 2	Workshop: The How (1.5h)
Session 3	Workshop: The What (1.5h)
Session 4	Final Pitch Practice (2h)
Time commitment per participant	6.5h of online workshop Up to 1h of homework spread over the 1–2 weeks of the course

- Digital Materials: digital pitch structure template, infographic

## TRAINER

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### **Robin Baker**

For trainer profiles please go to <https://accentbusiness.pl/team/>

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**For more information, please contact us:**

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