Life’s a Pitch (0,5 day)
Put your disruptive idea convincingly in a nutshell

Skill set and competencies
Find and define your own way to assert and convince yourself on stage.

Tools and procedures
- CO-STAR
- Pitch Framework
- Empathy Mapping
- Creative Pitching Tools
- Body / Information / Voice / Emotion (BIVE) Feedback

Learning by doing
Pitch your own project from different perspectives and become more proficient and creative with each repetition.

Block 1: Frame Your Case
- Your case, your request, and your hurdle
- Classification on the “Life’s a Pitch” matrix
- Set up CO-STAR for your case in a team
- Reflection

Block 2: Pitch Structure
- Hanger, story, highlight, and proposal: build the perfect pitch structure
- Merge the two: assemble content and form to a first pitch
- First pitching session
- Feedback body / information / voice / emotion (BIVE)

Block 3: Creative Methods and Inspiration
- How do the pros pitch?
- Input to creative pitching methods like storytelling, bodystorming, role-playing, etc.
- Reflection: what will I never pitch in the same way as before?

Block 4: Empathy Map and Nasty Questions
- Empathy map for your stakeholders (identifying killer arguments and boosters)
- Bring it all together: building the perfect pitch
- Pitching final and structured feedback
- Teach-back/reflection: what will I integrate into my everyday life and how?

Your takeaways:
- Methods, tips and tricks to win your audience over to every idea
- Self-confidence to make presentations with charm and humour in an authentic and winning way at any time
- Handout for individual deepening of your learning
- Reflection: direct application in your project/product
- Individual sparring with your project