

Pitching strategies for digital and responsible entrepreneurs

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Communication skills for responsible and digital entrepreneurs

↓ **Block 1** ▫ Thursday 21st January

- Responsible entrepreneurs
- Digital entrepreneurship
- Skills required for entrepreneurs
- Importance of communication skills in business
- Barriers to an effective communication

□ **Block 2** □ Monday 25th January

Previous questions

- ↴ 1. How would you define a responsible and digital entrepreneur?
- ↴ 2. What are the most important skills for an entrepreneur?
- ↴ 3. What is an effective communication?
- ↴ 4. What does digital communication mean?

Responsible entrepreneurship

- ▶ “Responsible entrepreneurs are a special **breed**, seeking to transform industries and even society itself. They challenge and **refine** cultural assumptions, laws, regulations, and even the processes of governance. This requires them to do and **think** far beyond what is usually required of business leaders.” Carol Sanford in The Responsible Entrepreneur, June 2014.

Digital entrepreneurship

- ▶ Digital entrepreneurs are entrepreneurs **focused** exclusively on **digital** commerce. In a more simple way, we could classify digital entrepreneurship as the one that includes business activities which would no longer survive to an internet shut down.

Entrepreneurial skills

- ↴ Self-confidence
- ↴ Risk-taker
- ↴ Ability to organize, coordinate and manage economic, human and material means.
- ↴ Enough technical and professional knowledge for developing the activity.
- ↴ Negotiation skills and initiative.
- ↴ **Communication skills**

Task 1 “Fake phone call”

- ↳ By groups:
- ↳ 2 min: coming up with a new service o product you want to sell to the others groups and choosing a group’s representative (R).
- ↳ “Fake phone call” □ Group n° 1(R) is going to sell their product by phone call to group number 2. Group n° 2 (R) must make some questions during the phone call (exmpl: how does it work? How much is the price?...etc). At the same time group n° 3 (R) has to include some random and funny words (in the chat box, exampl: diaper, pepper, drone...) which group n°1 (R) must include during his/her selling phone call.

Task 2 – How to improve your business communication?

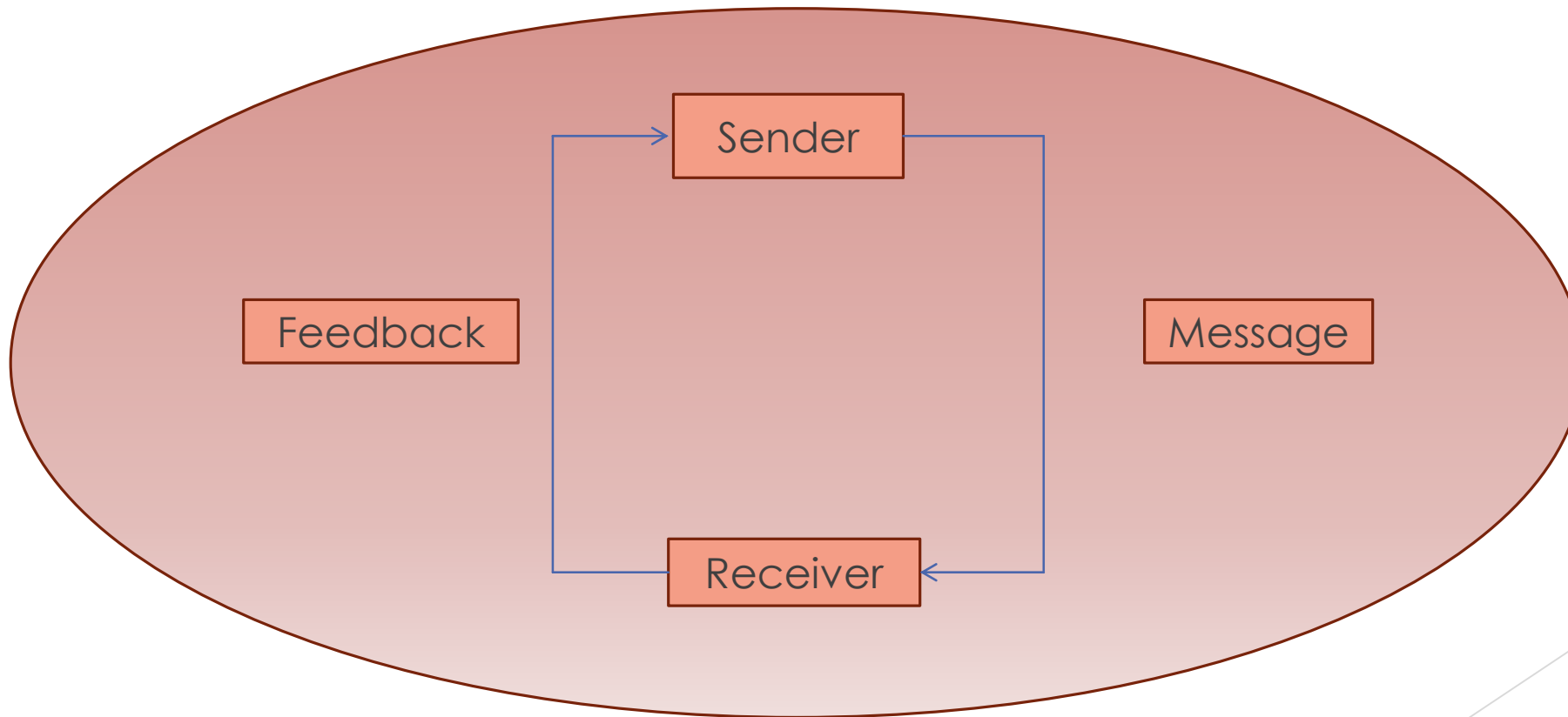
- ↴ <https://www.youtube.com/watch?v=SSgOiUNxlOA>
- ↴ Scenario 1: Imagine you as a new entrepreneur who wants to increase your target market by searching for new customers. Now imagine a conversation with a group of potential customers.
- ↴ - What kind of questions would you ask yourself before starting a business conversation?
- ↴ Which tool would you use to have a business conversation? (media/face-to-face/e-mail...)
- ↴ Would you use a very complex language or a simple one?

5 MINS BREAK!!



Communication skills

Communication cycle



Keys for an effective and responsible communication

↳ Purpose of communication:

- Conveys ideas in a clear, concise and straightforward manner.

↳ 2. Effective communication:

- Use clear, concise and straightforward language
- Make your point clear.

Task 3 ☐ Message creation

- ↓ By groups: (3 mins) you have to come up with a short, clear and direct message using some or all of the following words. Free sense for the message. You have to use at least 4 nouns of the following list.

Words: Computer, painting, mouse, pharmacy, apple, pasta, pen, flat, door, van, air conditioning, wardrobe, sport, TV and countries.

Importance of communication for Entrepreneurship

- ↴ Need to be able to explain, discuss, sell and market your goods or services
- ↴ Need to be able to express yourself clearly both verbally and in writing.

What may happen if these two statements do not occur?

- ↴ <https://www.youtube.com/watch?v=AAhIFD9czks>

Barriers to an effective and responsible communication

- ↴ **Physical barriers** like inadequate equipment such as outdated computers or poor smartphone`s signals.
- ↴ **Attitudes:** strong emotions like stress or anger can take out your objectivity. However emotional conversations don`t need to be ineffective depending on the context.
- ↴ **Language:** even more when the people involved in the conversation belong to different generations or regions.
- ↴ **Problems** with business organization: A not clear schedule of our duties and deadlines can impact in the hurry and therefore in the effectiveness of our conversations.
- ↴ **Cultural Noise:** people sometimes make assumptions about others based on their cultural background or stereotypes.

NEXT SESSION HOMEWORK

- By groups: Come up with a brief **business plan** (used the one you are working on) and prepare yourself for being able to communicate a **summary** of it in no more than **5 mins**. We will review and analyze some of them in the next session on Monday.

Communication Skills Questionnaire

- ▶ https://docs.google.com/forms/d/e/1FAIpQLSch4T8v-hF5K9KhfNOvVQYtolbuGEMjdP92p8H2YLAUD_efYg/viewform?usp=sf_link

10 ways to have a better conversation (TED Talk)

► <https://www.youtube.com/watch?v=R1vskiVDwl4>



Welcome to Session 2

Pitching strategies for digital and responsible entrepreneurs 25th Monday January 2021

Online- Granada, Spain

Elisa Almenzar Ramirez

Abel Jiménez de la Torre

Questionnaire results

NEXT SESSION HOMEWORK

- ▶ □ By groups: Come up with a brief **business plan** (used the one you are working on) and prepare yourself for being able to communicate a **summary** of it in no more than **5 mins**. We will review and analyze some of them in the next session on Monday

Digital communication

- ↴ Digital communication is any message passed through digital devices or any type of information sent digitally.
- ↴ Mailing, Texting, Fax, Video conferencing...
- ↴ Could be included as verbal and non verbal communication
- ↴ Advantages: fast and easier, no paper wasted, information storing, long distances are not a problem any more...
- ↴ Disadvantages: unreliability, degradation of the environment with electronic waste or loss of confidence.

Digital responsibility

- ↓ Digital responsibility means working with information management in a proactive and sustainable way.
- ↓ Responsible information management gives you the ability to achieve viable and sustainable businesses that open up for innovation and new revenue opportunities.

Elevator pitch

- ↗ An elevator pitch is a **brief, persuasive** speech that you use to spark interest in what your organization does. A good elevator speech should last no longer than a short elevator ride of 20 or 30 seconds.
- ↗ <https://www.youtube.com/watch?v=GNpuQHY2hDE>
- ↗ Task 4: By groups: You have 5 mins to prepare your own elevator pitch about your business idea that last no longer than 20/30 seconds! !Be prepared I will randomly ask you!!

How to communicate your business plan?

- ↓ A business plan can be presented both, verbally and in writing, but regardless of the format, for communicating and presenting your business plan you should:
- Know who you are presenting to.
 - Keep it simple
 - Address weakness
 - Know your figures
 - Research your competitors

6 steps toward an effective presentation

- ▶ Here are some **advices** for you to prepare an **effective** presentation of your business ideas. Keep in mind that the main goal is to **catch** and **maintain** your audience's **attention** using a comprehensive language.

Task 5 “True or False”

1. Planning

- ↖ You must be aware of the **type of audience** you are going to expose your presentation to. Conditions are as different as people. You must take into consideration your audience medium age, market sector, studies and some other factors.
- ↖ You will also have to **measure** how much time will your presentation take. Usually we have to comply with deadlines and depending on the context it is important to adjust your exposition to a **specific limit of time**.

2. Paperwork

- ▶ You should organize all your **documents** and **paperwork** before your presentation and even include more information than the one you are going to present in case your audience has questions.
- ▶ **Going black** can always happen but by being prepared you reduce probabilities.

3. Structure

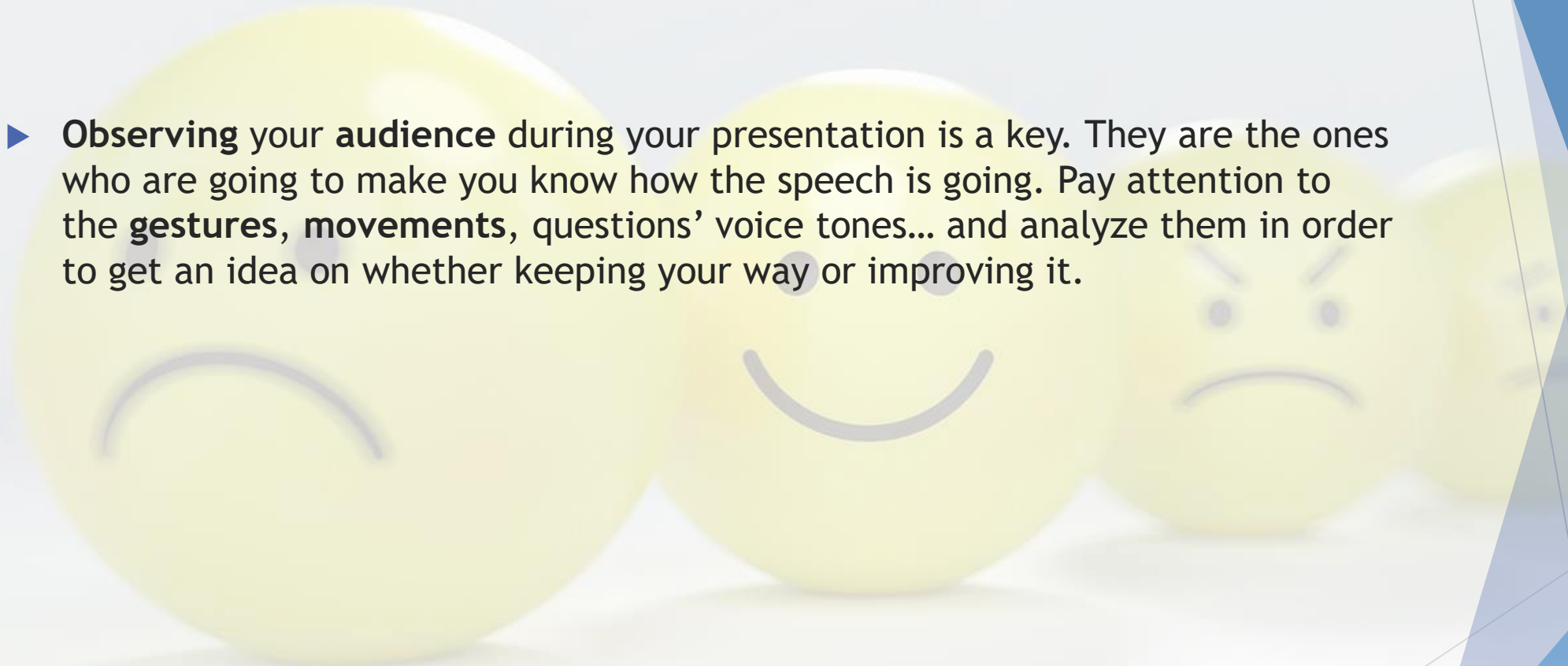
- ▶ Elaborating a **guidance** of the presentation is always useful for you to see all the **subjects** you are going to talk about as well as the ideas you may want to discuss. It is also important to write down or at least to keep in mind how much **time** you are going to allocate to each subject.

4. Knowledge on the subject

- ▶ Having some **background** and knowledge on the subject you are talking about gives you the **confidence** required for making an effective presentation . Remember you are not reading a book but **telling a story**.
- ▶ Do not try to go very fast in order to finish earlier. The goal is **raising the interest** of your speech not finishing it.

5. Audience's reactions

- **Observing your audience** during your presentation is a key. They are the ones who are going to make you know how the speech is going. Pay attention to the **gestures, movements**, questions' voice tones... and analyze them in order to get an idea on whether keeping your way or improving it.



6. Innovation

- ▶ **Innovating** is using your knowledge for building a new path that leads to a certain goal.
- ▶ Whenever you are making a speech, innovation is always a good idea to catch your audience's interest. Surprise factor is one of the most useful tools.

