

# ENTRECOMP: 2.5 Mobilising Others

Have a Dream

*Duration: 6 hours*



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# Project Consortium

**Coordinator:**  
**Partners:**

 **MMC** Mediterranean  
Management Centre



**have a  
dream**



Jordan Youth Innovation Forum  
الملتقى الأردني للإبداع الشبابي

# Project Details

**Title:** “Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries”

**Acronym:** **EMSA** (Entrepreneurial Mindset and Skills for All)

**Agreement Number:** 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET

**Programme:** Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)

**Call for Proposals:** ERASMUS-EDU-2022-CB-VET

**Start Date:** 01.01.2023<sup>[L]</sup><sub>[SEP]</sub> **End Date:** 31.12.2025

## 2.5 Mobilising Others

### Training Aim

- In this interactive workshop, participants will embark on a journey to understand and apply the concept of Mobilising across various contexts. Beginning with an exploration of Emotional Intelligence and transformational leadership, they will learn how to effectively communicate their viewpoints and negotiate with stakeholders to achieve desired results.
- Throughout the workshop, participants will gain a comprehensive understanding of the business ecosystem and learn strategies for navigating it to identify potential benefits. By the end, they will develop the skills to craft an effective communication plan, ensuring alignment with goals and effectively reaching their target audience.



## 2.5 Mobilising Others

# Learning Outcomes

In terms of **knowledge**:

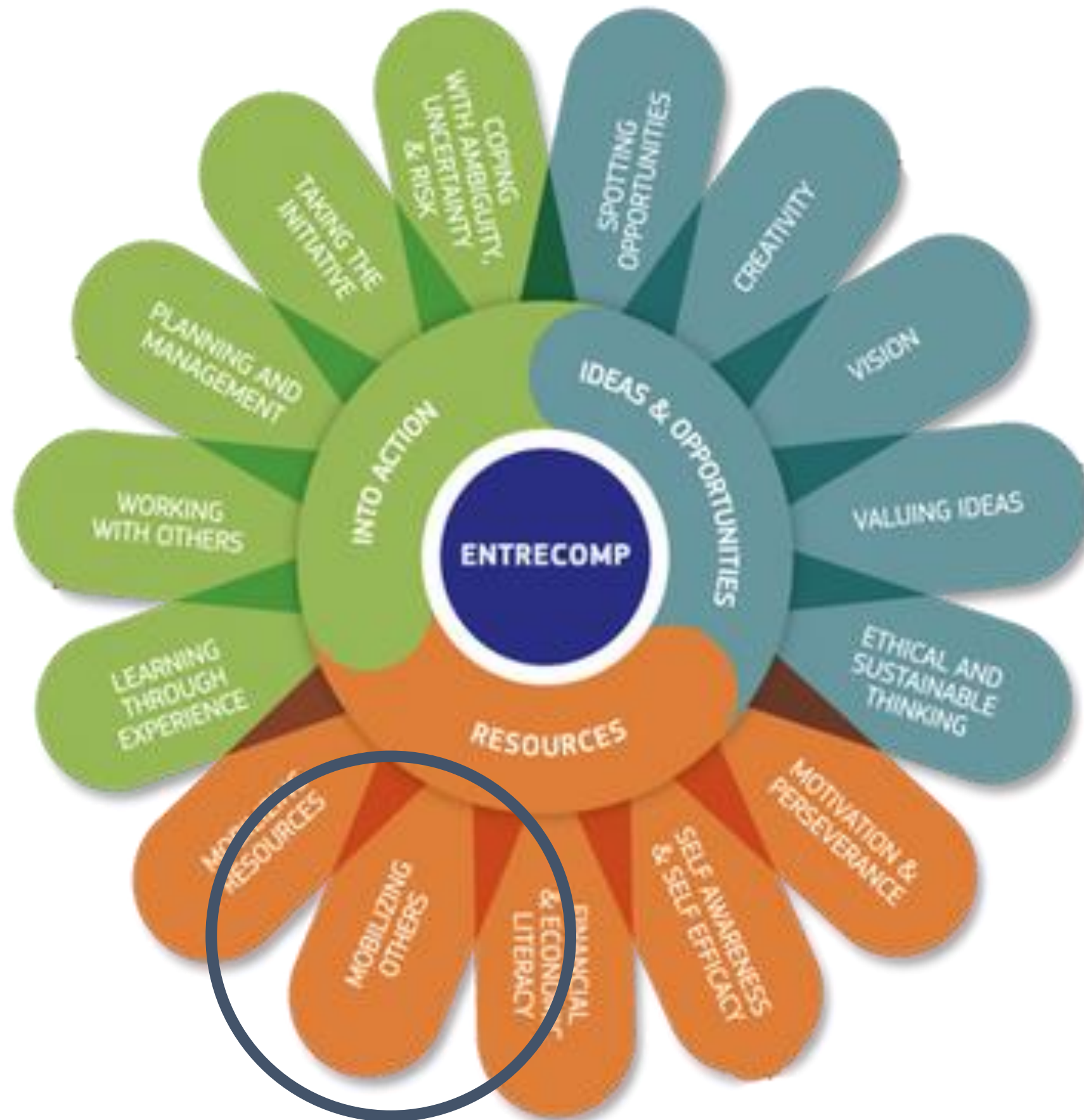
- *Explain the business eco-system and what engaging with stakeholders is.*
- *Grasp what emotional intelligence and transformational leadership principles are, to communicate effectively.*

In terms of **skills**:

- *Identify the type of support needed inside the business ecosystem while maintaining positive relationships.*
- *Develop a persuasive communication plan to articulate work and goals to the team or to the stakeholders.*

In terms of **competences**:

- *Leverage negotiation and pitching skills in order to persuade the stakeholders and influence decisions towards the common goal.*



What ENTRECOMP  
competence  
is our training about?

# About the competence

This competence is all about **leadership and teamwork**.

The power of a good team is indisputable.

A good team enables productivity both as a group and as an individual. Think about cup winners in sport. They may not always have all the best players in the world, but they utilise each person to the best effect.

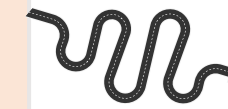


# Training Route Map

**Introduction to  
Mobilising Others**

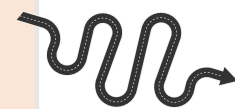


**Emotional Intelligence  
and Leadership**

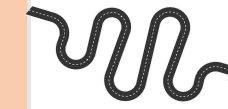


**Navigating the Business  
Ecosystem Effectively**

**How to Navigate and  
Convince**



**Communication Plan**

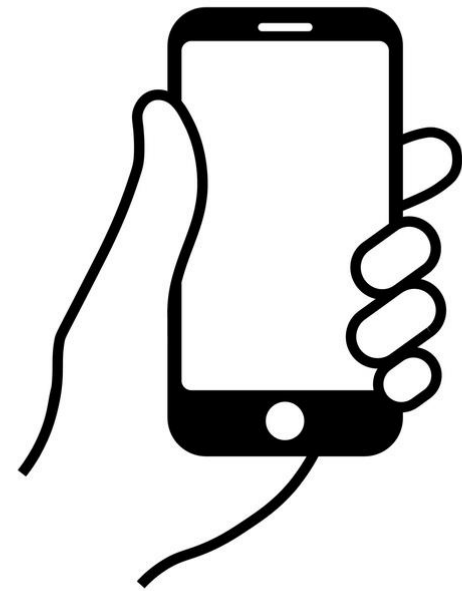


**Mobilising Others  
Competence completed**

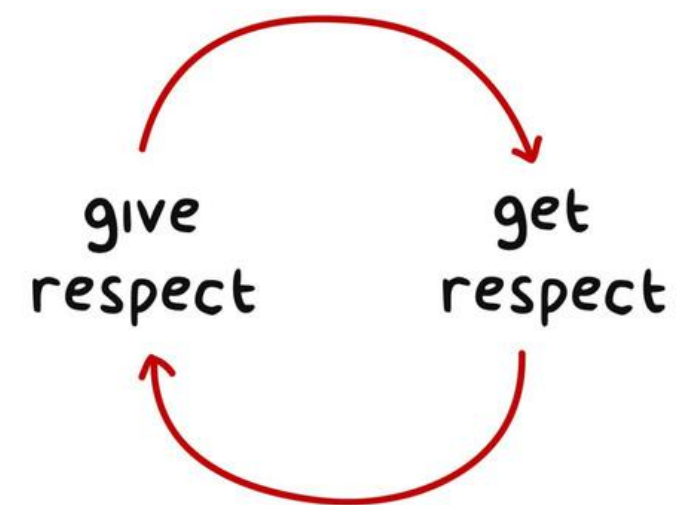




# Training Rules



**Participation**



**YOUR  
OPINION  
MATTERS**



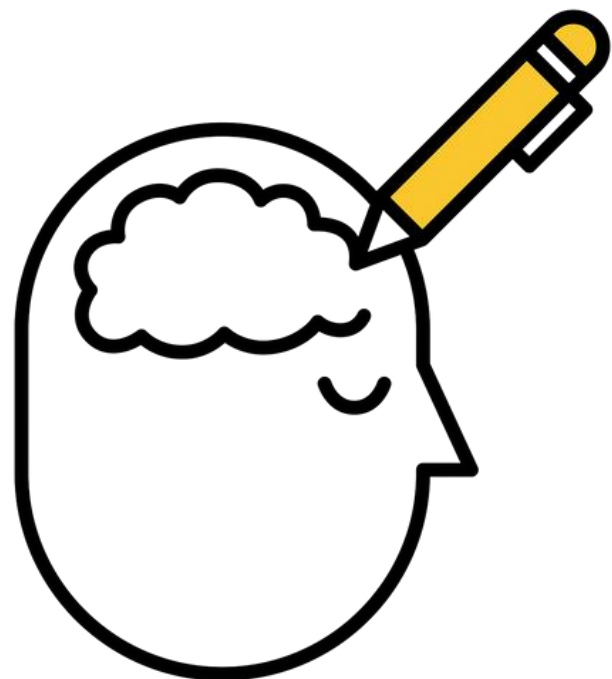
# Exercise:

**Write at least 3 words you would connect with the term 'Mobilising'.**

Google Jam Board LINK

**Rules:**

- 3 to 5 min time MAX.
- Write at least 3 words.



*“Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work”.*  
– Vince Lombardi



# 1. Introduction to Mobilising Others

*What is mobilisation? Definition of “mobilizing”.*  
*Why is mobilisation important?*  
*7 components of a mobilised community*

# What is Mobilisation?

Mobilisation refers to the process of building social relationships in the pursuit of common community interests. It is seen as being the foundation of the community development process. It seeks to empower individuals and groups of people by providing them with the skills they need to affect change in their own communities.

It is a process whereby a group of people become aware of a shared concern or common need and decide to take up mobilisation in order to create shared benefits. It is a continual and cumulative process that involves communication, education, and organization, which together lead to community mobilisation and development.



# 7 Components

Mobilisation needs many analytical and supportive resources, which are internal (inside the community) and external (outside the community) as well.

Resources include:

- 1. Leadership** – Leadership entails promoting innovation and risk-taking by encouraging others to push beyond the norm and strive for better.
- 2. Organizational capacity** – An organization's capability to deliver present and future products and services that meet or exceed customer expectations is essential for continual growth.
- 3. Communications channels** – The best communication channel platforms should offer access to various communication channels, including in-person interactions, phone calls, video conferencing, emails, text messages, online messaging platforms, and live chat.



# 7 Components

**4. Assessments** – definition of evaluation: the process of determining the value, quality, importance, or amount of something, or the judgment or decision resulting from it.

**5. Problem solving** – the act of defining a problem; determining the cause of the problem; identifying, prioritizing, and selecting alternatives for a solution; and implementing a solution.

**6. Resource mobilisation** – all activities undertaken by an organization to secure new and additional financial, human and material resources to advance its mission.

**7. Administrative and operational management** – The focus is on assessing work quality and procedures, with the aim of enhancing work processes and productivity.



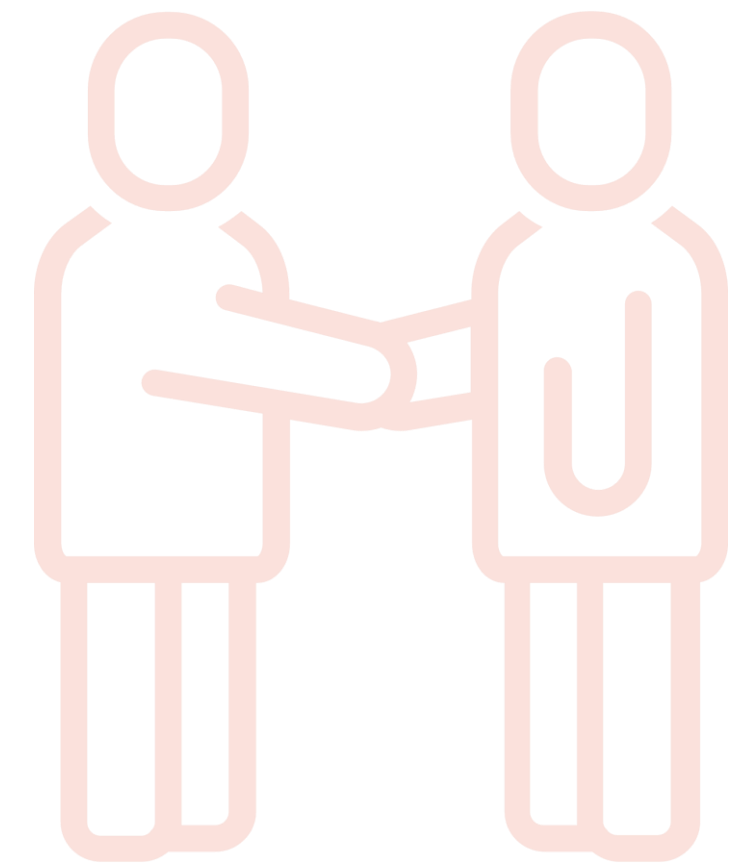
# Why is mobilisation important?

The Collins dictionary describes the concept of mobilisation as : “If you mobilize support or mobilize people to do something, you succeed in encouraging people to take action, especially political action. If people mobilize, they prepare to take action”.

Mobilising others is the art of motivating people and getting them on board with your idea. It is one of the skills of being a good leader – an entrepreneurial trait, helpful in both professional and private life.

This competency links to top three soft skills identified by the British Council (2012):

- Demonstrates respect for others.
- Builds trust.
- Works effectively in diverse team.





## 2. Emotional intelligence and Leadership

*Emotional Intelligence*

*Leadership*

*Transformational leadership*

# Emotional Intelligence

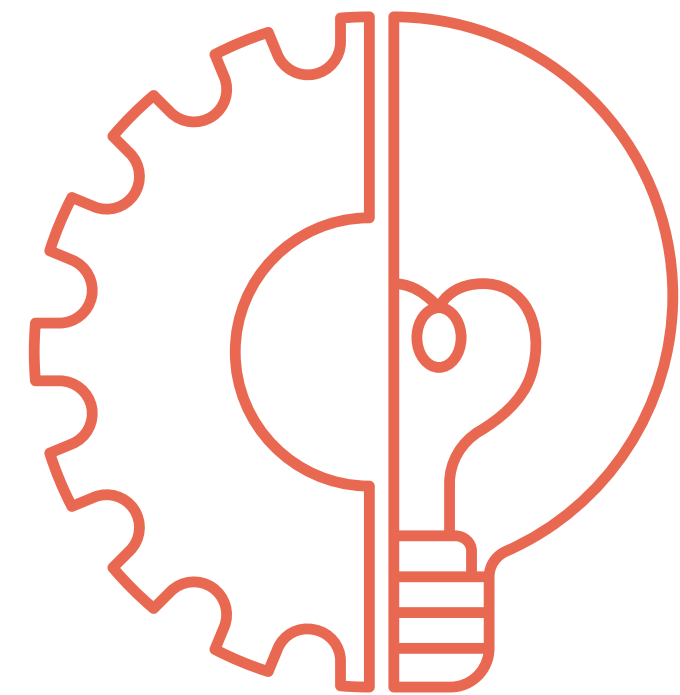
## Identifying emotional intelligence



# What is Emotional Intelligence?

Emotional intelligence is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.

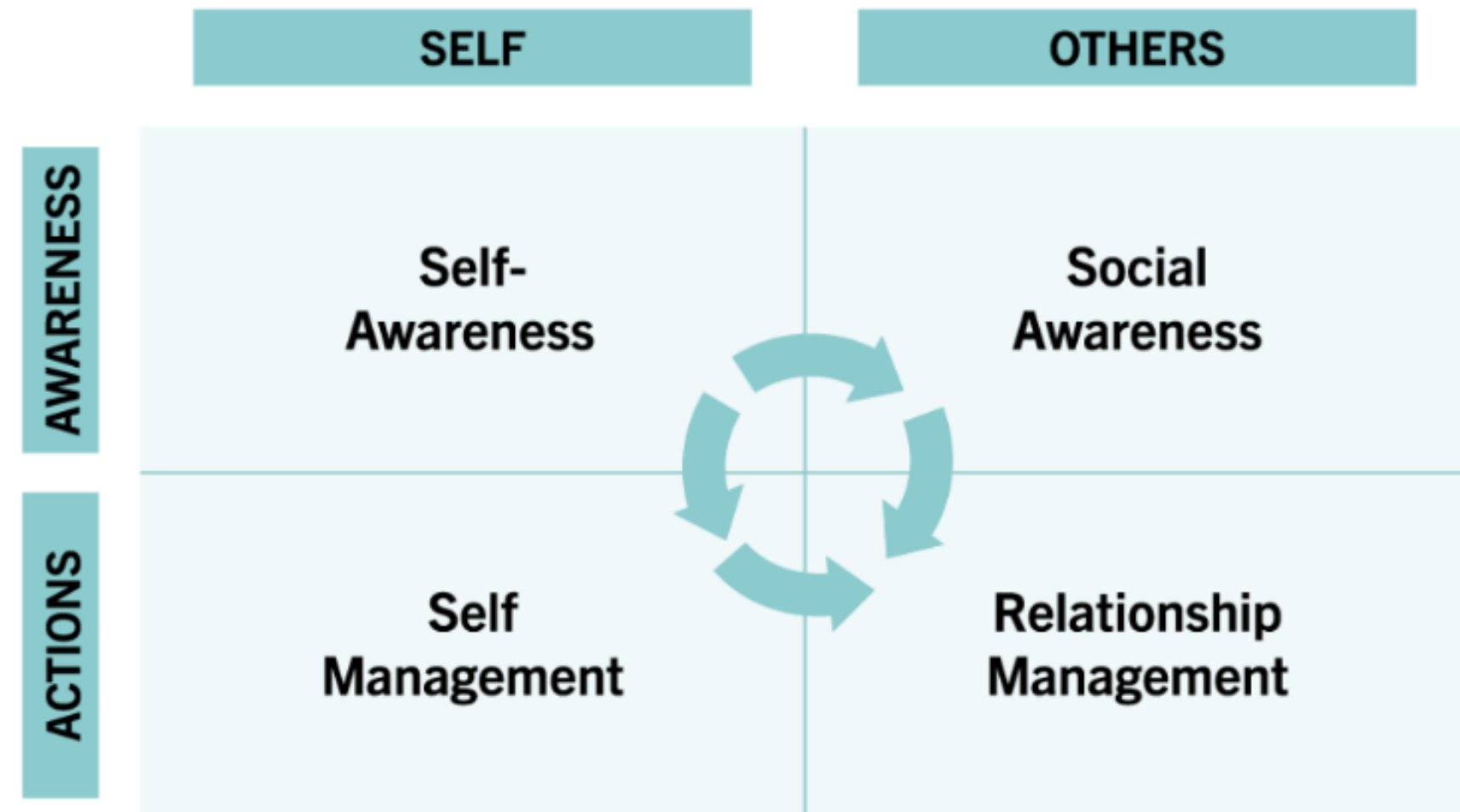
Emotional intelligence helps you build stronger relationships, succeed at school and work, and achieve your career and personal goals. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you.



# How to identify Emotional Intelligence?

Building emotional intelligence involves 4 elements:

- Self-awareness
- Self-management
- Social Awareness
- Relationship management



# 4 Attributes of Emotional Intelligence

Emotional intelligence is commonly defined by four attributes:

- 1. Self-management** – You're able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances
- 2. Self-awareness** – You recognize your own emotions and how they affect your thoughts and behavior. You know your strengths and weaknesses, and have self-confidence.



# 4 Attributes of Emotional Intelligence

**3. Social awareness** – You have empathy. You can understand the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.

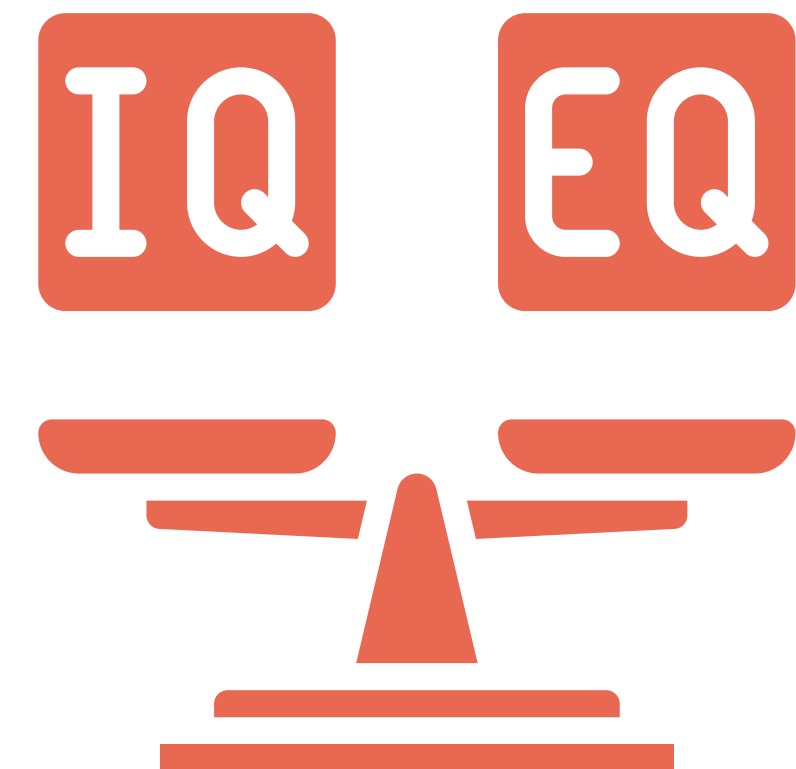
**4. Relationship management** – You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict.



# Why is Emotional Intelligence important?

As we know, it's not the smartest people who are the most successful or the most fulfilled in life. You probably know people who are academically brilliant and yet are socially inept and unsuccessful at work or in their personal relationships. Yes, your IQ can help you get into college, but it's your EQ that will help you manage the stress and emotions when facing your final exams. IQ and EQ exist in tandem and are most effective when they build off one another.

- While the IQ is more associated with academic achievement, EQ is more related to Cognitive abilities and interpersonal competencies.
- Research suggests that emotional intelligence plays a critical role in personal and professional success, influencing factors such as leadership effectiveness, teamwork, conflict resolution, and mental health.



# Emotional Intelligence affects:

## **Your performance at school or work**

- E.I. can help you navigate the social complexities of the workplace, lead and motivate others, and excel in your career.

## **Your physical and mental health**

- If you're unable to manage your emotions, you are probably not managing your stress either. This can lead to serious health problems. Uncontrolled emotions and stress can also impact your mental health, making you vulnerable to anxiety and depression.

## **Your relationships**

- By understanding your emotions and how to control them, this allows you to communicate more effectively and forge stronger relationships, both at work and in your personal life.



# LEADERSHIP

And why transformational leadership is important.

“The action of leading a group of people or an organisation”.



# What is leadership?

Mobilising others requires **leadership**, but not in an individual way.

- Leaders always connect and mobilise people.
- Leadership is about the way you **interact with others**.
- In a good team, the **leader ensures that everyone knows what they are collectively trying to achieve**.
- The leader allocates roles based on careful consideration of individuals' strengths.

- Communication between the members of the team is frequent and opinions are listened to respectfully. The leader makes the team feel safe, and encourages the members of the team to test themselves.
- Mistakes are welcomed as part of the journey.
- The leader and the team trust each other and are clear in their aims. The team leader guides the journey but everyone contributes to its success.

Team leaders are responsible for:

Motivating the team

Ensuring the appropriate level of enthusiasm

Knowing the right tools for this process e.g. teambuilding

The right steps to motivate and to inspire all members

## EXERCISE: Qualities of Leadership

### Questions:

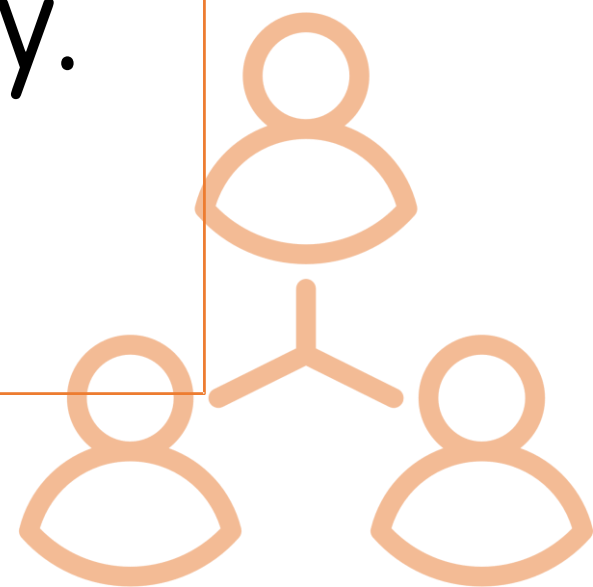
What are the qualities of a good leader, what traits good leaders have in common?

### Instructions:

Google Jamboard.

Rules:

- 5 to 10 mins.
- Concentrate on quality not quantity.



# Leadership style + Emotional Intelligence

Leaders have very crucial role within their companies/organizations, they should have high levels of emotional intelligence.

**Transformational Leadership style can take a place here!**

- Research has shown that transformational leadership can have a positive impact on organizational outcomes such as employee engagement, job satisfaction, organizational commitment, and performance.
- transactional leadership can be effective in maintaining stability and achieving short-term goals.
- It is also more oriented toward long-term growth, innovation, and organizational change.

**Therefore, it is the perfect style to mobilise others**

## 4 components of Transformational Leadership

### Individualized consideration

They operate by understanding that what motivates one person may not motivate someone else. They can adapt their management styles to accommodate various individuals on their team.

### Idealized influence

Transformational leaders model ethical behaviour. Their moral conduct earns a necessary level of respect and trust. This can help leaders steer decision-making that works to grow.

### Inspirational motivation

Transformational leaders can articulate a unified vision that encourages team members to exceed expectations. They understand the most motivated employees are who have a sense of purpose.

### Intellectual stimulation

They don't fear failure, foster an environment where it's safe to have conversations, be creative and voice diverse perspectives. They have more effective ways to execute their tasks.

## The benefits of Transformational Leadership



Implementing transformational leadership strategies can empower organizations in various ways, producing multiple beneficial effects that all contribute to long-term financial growth and success.

From boosting employee engagement while decreasing costly employee turnover to enhancing performance and making organizations more competitive, here are five benefits of transformational leadership for businesses, school districts, hospitals, and other organizations.



## The benefits of Transformational Leadership

- 1. More engaged employees.** [Research shows](#) that workers report higher satisfaction with managers or leaders with transformational leadership training than those without.
- 2. Improved financial outcomes.** Research has also [shown that transformational leadership can](#) “have significant effects on... [various] aspects of branch-level financial performance.”
- 3. Better employee performance.** [Ample data](#) show that engaged workers who report high job satisfaction also perform more effectively in their roles, translating to higher revenue for organisations and greater well-being for individuals.



## The benefits of Transformational Leadership

4. **Stronger team relationships.** Transformational leadership highly emphasises empathy and teamwork, contributing to an inclusive environment where team members feel free to express their opinions and take on tough challenges. This fortifies professional relationships within teams (such as a committee or department) and among individuals and their leaders or managers.

5. **Lower employee turnover.** [Losing employees is costly](#) for businesses, and much of that churn can be pinned to factors like low job satisfaction. Employees who feel motivated, valued, and engaged perform tasks more successfully and are less likely to leave an organization.



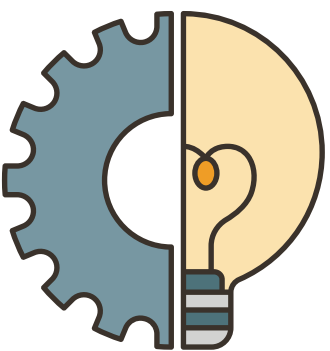


# Role Play: How to make it right? (25 min)

Pair exercise and group exercise: role play and discussion concluding the activity

In pair made a role-play in which one of you is a team leader and second person is a colleague, dealing with stress about a particular situation in the workplace. Draw on emotional intelligence principles such as empathy, active listening, self-awareness, communication.

- Prepare yourself and perform in front of the class.
- The class will reflect on the emotional intelligence elements demonstrated, what went well, and areas for improvement.
- Conclude the activity with a **group discussion**. Participants will share insights gained from the role-playing exercise and how they can apply emotional intelligence in similar situations in their lives.



# 3. Navigating the Business Ecosystem Effectively

*Definition of business ecosystem*  
*Why is it helpful to navigate it?*  
*Elements and tips*

# Introduction to the business ecosystem.

And to how to navigate it effectively.

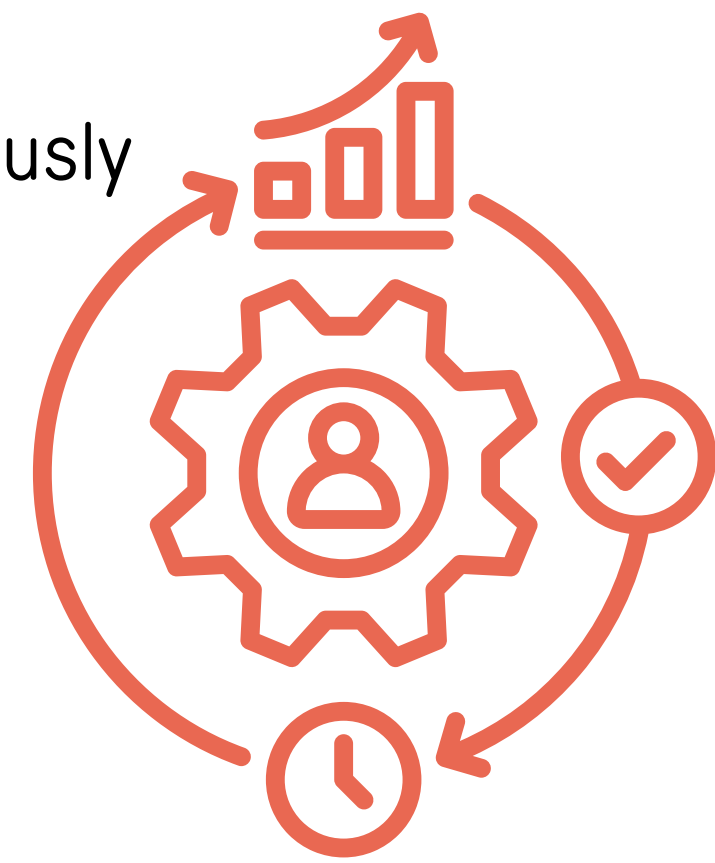
“A bend in the road is not the end of the road...  
unless you fail to make the turn”.

– Hellen Keller.



# What is a Business Ecosystem?

- A dynamic structure which consists of an interconnected population of organisations.
- Organisations? Small firms, large corporations, universities, research centres, public sector organisations, and other parties which influence the system.
- Business ecosystem develops through self-organisation, emergence and coevolution, which help it to acquire adaptability.
- In a business ecosystem, there is both competition and cooperation simultaneously present.



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## Elements Inside the Business Ecosystem

- **Companies/Organizations:**

These are the entities that operate within the ecosystem, ranging from large corporations to small businesses, startups, non-profit organizations, and government agencies. They produce goods, provide services, and contribute to the overall functioning of the ecosystem.

- **Customers/Clients:**

Customers are the individuals or organizations that purchase goods or services from companies within the ecosystem. Understanding customer needs, preferences, and behaviors is crucial for businesses to thrive and remain competitive.

- **Suppliers:**

Suppliers provide the raw materials, components, equipment, and services needed for businesses to produce goods or deliver services. They play a critical role in the supply chain and can impact the quality, cost, and availability of products and services within the ecosystem.



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## Elements Inside the Business Ecosystem

- **Partnerships and Alliances:**

Partnerships and alliances involve collaborations between companies or organizations within the ecosystem to achieve mutual goals or leverage complementary strengths. These partnerships can take various forms, such as strategic alliances, joint ventures, or co-marketing agreements.

- **Competitors:**

Competitors are other companies or organizations within the ecosystem that offer similar products or services and compete for the same customers. Understanding competitor strategies, strengths, and weaknesses is essential for businesses to differentiate themselves and maintain a competitive edge.

- **Regulatory Environment:**

The regulatory environment encompasses laws, regulations, policies, and standards set by government agencies or industry bodies that govern the operations of businesses within the ecosystem. Compliance with regulatory requirements is essential for businesses to avoid legal issues and maintain public trust.



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## Elements Inside the Business Ecosystem

- **Technology and Innovation:**

Technology and innovation drive change and disruption within the business ecosystem, enabling companies to develop new products, processes, and business models. Embracing technology and fostering innovation are essential for businesses to stay relevant and competitive in a rapidly evolving landscape.

- **Investors and Financial Institutions:**

Investors provide capital and funding to businesses within the ecosystem, enabling them to invest in growth, research and development, and expansion initiatives. Financial institutions, such as banks and venture capital firms, play a crucial role in facilitating access to capital and managing financial transactions.

- **Labor Market:**

The labor market comprises the pool of available workers with various skills, expertise, and qualifications within the ecosystem. Businesses rely on the labor market to recruit and retain talent to fill various roles and functions within their organizations.

- **Community and Society:**

The community and society within which businesses operate have a significant impact on the business ecosystem. Businesses contribute to the social, economic, and environmental well-being of the community through job creation, tax revenue, corporate social responsibility initiatives, and philanthropic activities.

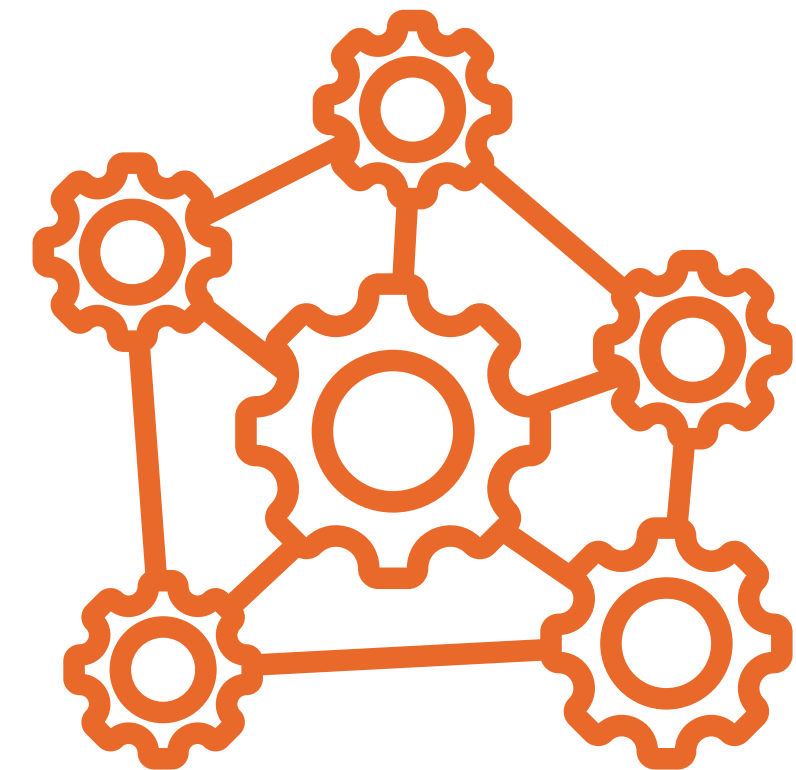


## How to Navigate the Business Ecosystem

Effectively navigating the business ecosystem requires a combination of strategic thinking, adaptability, and a deep understanding of various elements that influence the business environment.

Ecosystem Navigation is a strategic approach designed to make optimal use of what innovation ecosystems have to offer. How?

- Mapping potential benefits from interacting with innovation ecosystems.
- Benchmarking relevant ecosystems.
- Designing your tailor-made ecosystem engagement plan.





# Key principles and strategies:

- **Understand the Business Environment:**

Stay informed about industry trends, market dynamics, and regulatory changes. Analyse the competitive landscape and identify key players, potential collaborators, and competitors. Keep an eye on technological advancements that may impact your industry.

- **Define Clear Goals and Strategies:**

Establish clear business objectives and develop strategies to achieve them.

Align your goals with the current and future needs of the market.

Regularly reassess and adjust your strategies based on changes in the business environment.

# Key principles and strategies:

- **Build a Strong Network:**

Cultivate relationships with key stakeholders, including customers, suppliers, partners, and competitors. Attend industry events, conferences, and networking functions to expand your network. Leverage social media and professional platforms to connect with industry professionals.

- **Embrace Innovation:**

Foster a culture of innovation within your organization. Stay open to new ideas and technologies that can improve your products or services. Monitor industry disruptors and be prepared to adapt your business model accordingly.

# Key principles and strategies:

- **Adaptability and Flexibility:**

Embrace change and be adaptable in the face of evolving market conditions. Develop contingency plans to mitigate risks and respond to unexpected challenges. Foster a culture of learning and continuous improvement within your organization.

- **Data-Driven Decision Making:**

Utilize data analytics to gather insights into customer behavior, market trends, and operational efficiency. Make informed decisions based on quantitative and qualitative data. Implement feedback loops to continuously improve processes and strategies.

# Key principles and strategies:

- **Global Perspective:**

Consider the global implications of your business decisions. Stay aware of international market trends and regulatory changes. Explore opportunities for global partnerships and expansion.

- **Customer-Centric Approach:**

Prioritize understanding your customers' needs and preferences.

Continuously gather feedback and use it to enhance your products or services.

Build long-term relationships with customers to foster loyalty.

# Key principles and strategies:

- **Strategic Partnerships and Collaborations:**

Identify opportunities for strategic partnerships and collaborations. Leverage complementary strengths of other businesses to create mutually beneficial relationships. Explore joint ventures, alliances, and collaborations to drive innovation and growth.

- **Risk Management:**

Develop a comprehensive risk management strategy. Identify potential risks and establish mitigation plans. regularly reassess and update risk management strategies as the business landscape evolves.

By consistently applying these principles and strategies, businesses can enhance their ability to navigate the complex and dynamic business ecosystem effectively.

# Key principles and strategies:



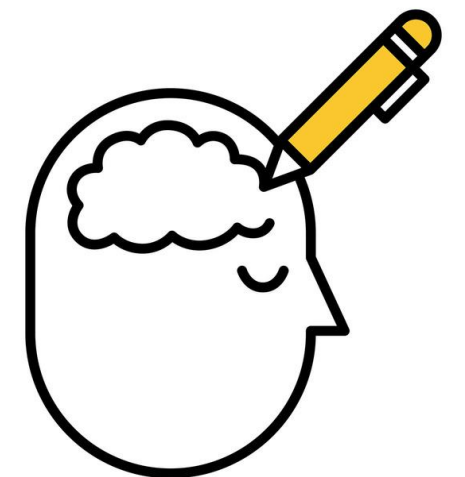
1. Understand the Business Environment
2. Define Clear Goals and Strategies
3. Build a Strong Network
4. Embrace Innovation
5. Adaptability and Flexibility
6. Data-Driven Decision Making
7. Global Perspective
8. Customer-Centric Approach
9. Strategic Partnerships and Collaborations
10. Risk Management



# Group Discussion: How to navigate it? (15 Min)

## INSTRUCTIONS:

- A Google Jamboard will be created.
- You will be divided into two groups.
- Reflect on the provided question and try to answer carefully with as much as you can.
- You will have 10 mins to discuss your answer.
- Then, you will present your findings.



# Group Discussion: How to navigate it? (15 Min)

## Question 1:

How do you perceive the interconnected relationships within a business ecosystem, and how can understanding these connections contribute to successful navigation within the ecosystem?

## Question 2:

In your opinion, what role do partnerships and collaborations play in thriving within a business ecosystem, and can you provide examples of successful partnerships that have led to mutual growth?





# 4. How to Navigate and Convince

*Negotiation*  
*Pitching*

# Tools for navigating the business system

Skills for negotiation.

A dark blue arrow-shaped sign pointing to the right, supported by two dark blue vertical posts. The word "SUCCESS" is written in white, bold, uppercase letters on the sign.

SUCCESS



# What's negotiation?

**Negotiation is a discussion to settle disputes and reach agreements between two or more sides.**

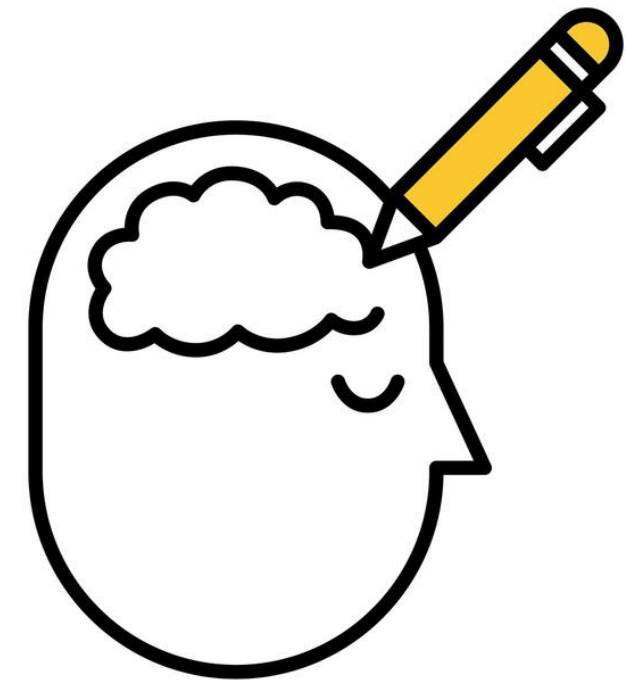
Negotiation is a “**give and take**” process resulting in a compromise where each side makes a concession for the benefit of everyone involved. There are many situations where you may need to be a negotiator. You might be involved in negotiating a job offer, asking for a raise, rallying for a budget increase, buying or selling property or closing a sale with a customer.



# EXERCISE

Group exercise – Brainstorming:  
Which skills do you think are important  
for the most effective negotiation?

Jam board – [Google link](#)



# What're 10 important negotiation Skills?

1. Communication.
2. Active listening.
3. Emotional intelligence.
4. Adaptability
5. Expectation management.
6. Patience.
7. Persuasion.
8. Planning.
9. Problem-solving.
10. Decision-making



## What're 10 important negotiation Skills?

### **1. Communication.**

Essential communication skills include identifying nonverbal cues and verbal skills to express yourself engagingly. Skilled negotiators can change their communication styles to meet the listener's needs. By establishing clear communication, you can avoid misunderstandings that could prevent you from reaching a compromise.

### **2. Active listening.**

Active listening skills are also crucial for understanding another person's opinion in negotiation. Unlike passive listening, which is hearing a speaker without retaining their message, active listening ensures you engage and later recall specific details without needing information repeated.

## What're 10 important negotiation Skills?

- **Emotional intelligence.**

Emotional intelligence is the ability to control your emotions and recognise others' feelings. Being conscious of the emotional dynamics during negotiation can help you stay calm and focused on the core issues. If you're unsatisfied with the current negotiation, ask for a break so you and the other party can return with refreshed perspectives.

- **Adaptability.**

Adaptability is vital for successful negotiation. Each negotiation is unique, and the situation may change from one day to the next. For example, an involved party may change their demands abruptly. While it's challenging to plan for every possible situation, a good negotiator can adapt quickly and determine a new plan if needed.

## What're 10 important negotiation Skills?

- **Expectation management.**

Just as you should enter a negotiation with a clear goal, the other side also likely has its own defined expectations. If you believe you might not be able to agree to each other's terms, you could try adjusting your expectations. Skilled expectation management involves maintaining a balance between being a firm negotiator and a collaborative one.

- **Patience.**

Some negotiations can take a long time to complete, occasionally involving renegotiation and counteroffers. Rather than seeking a quick conclusion, negotiators often practice patience to properly assess a situation and reach the best decision for their clients.



## What're 10 important negotiation Skills?

- **Persuasion**

Persuasion involves the ability to influence the other party's thoughts, beliefs, and behaviors to reach a mutually beneficial agreement. It is crucial for presenting arguments, framing proposals, and convincing the other party to accept your terms or concessions. By being persuasive, negotiators can create win-win outcomes that satisfy both parties' interests and maximize the value of the agreement.

- **Planning**

Planning is essential for negotiation because it allows negotiators to set clear objectives, anticipate potential challenges, and develop strategies to achieve their goals. Planning helps negotiators stay organized, focused, and prepared for various scenarios that may arise during negotiation. You can effectively navigate the negotiation process and adapt their approach as needed to achieve favorable outcomes by having a solid plan.

## What're 10 important negotiation skills?

- **Problem -Solving:**

Negotiation often involves resolving conflicts, addressing differences, and finding creative solutions to complex issues. Problem-solving skills enable negotiators to identify underlying interests, explore alternative options, and generate mutually acceptable solutions that meet the needs of both parties. By demonstrating strong problem-solving abilities, negotiators can build trust, foster cooperation, and enhance the likelihood of reaching successful outcomes in negotiation.

- **Decision-making**

Decision-making is a fundamental skill in negotiation as negotiators must make choices and trade-offs throughout the negotiation process. It involves evaluating options, weighing risks and benefits, considering the interests of both parties, and making informed judgments.

# Using BATNA

What is BATNA?

- The definition, or the ability to identify a negotiator's best alternative to a negotiated agreement, is among one of the many pieces of information negotiators seek when formulating dealmaking and negotiation strategies. If your current negotiation reaches an impasse, what's your best outside option? Most seasoned negotiators understand the value of evaluating their BATNA, a concept that Roger Fisher, William Ury, and Bruce Patton introduced in their seminal book *Getting to Yes: Negotiating Agreement Without Giving In*.



# BATNA



BATNA is an acronym that stands for Best Alternative To a Negotiated Agreement. It is defined as the most advantageous alternative that a negotiating party can take if negotiations fail and an agreement cannot be made.

## TIPS



Never share your BATNA



Don't be surprised if your counterpart disparages your BATNA.



Useful bargaining chip during the final stages of a negotiation.



Knowledge of your BATNA allows you to leverage your position at the bargaining table.

# Make a Mind Map for BATNA

**When thinking about negotiations strategically, knowledge of your BATNA allows you to leverage your position at the bargaining table.** The following do's and don'ts will help you manage information about your BATNA with confidence

- Never share your BATNA with the other party if it is hopelessly weak.
- If the other side asks you about your BATNA directly, explain (truthfully) that you are working on various
- possibilities but want to concentrate on the deal on the table for the time being.
- Even if you're certain your BATNA is rock solid, hold off on revealing it. It could prove to be a useful
- bargaining chip during the final stages of a negotiation after you've exhausted all other strategies.
- Don't be surprised if your counterpart disparages your BATNA. Recognize that he has very real incentives to convince you that your outside options are not as good as you'd like to believe.

# Tools for navigating the business system

## Pitching skills

“If you can't explain it to me in a minute, you don't understand it well enough”.

# What's pitching? And why do we need that?

1. A pitch is a presentation of a business idea to potential investors. People pitch a business because they need resources. If the goal is to raise startup cash, the target of the pitch is an investor. Other businesses pitch to potential customers to sell their product.
2. Pitching skill is not just about presentation. Successful pitching goes beyond good communication. It is about presenting with **clarity** and **confidence**; preparing slides and proposals that grab one's attention; being able to engage upward, downward and laterally; and lastly, listening effectively.



## Pitching skills

- **Why** are you pitching? But no matter what the circumstances, defining the purpose of the pitch and the desired outcome is essential.
- **Know your audience.** A great pitch is not about you. It is about them. They are the ones you need to persuade.
- **Impress** and don't make your presentation fall flat! The fact is, the most important question the buyers are asking themselves, sitting there, is what is in this for me(not just financially).





## Pitching skills

1. Some say rehearse, rehearse, rehearse. But it is more important to **know your material** inside and out, back-to-front and upside down.
2. **The opening** few minutes of your pitch are everything. This is when you need to engage your audience. So, don't waste time building to a reveal, get straight to the pitch.
3. Don't go into the details, but rather spend the time **selling the big benefits**. Certainly, know your numbers in detail, but don't get caught up in an analysis of these details in the pitch because no one makes decisions based on the details alone.



# Group Exercise: Peer Pitching (30 Min)

## "Peer Pitching"

Here's how it's done.

Make two teams. Now, set the timer for 10 minutes and let each team deliver the prepared pitch. Have everyone else listen carefully without taking notes. Next, take a 2 to 3-minute break, drinks some coffee, and chat about other stuff before returning to the arena.

Here comes the good part:

Your teams should exchange leaders, and the assigned person has 10 minutes to deliver the new pitch for the competitive team without any further consultations. Once the timer buzzes – present your new pitch the best way you can for the opponent.



# 5. Communication Plan

*What is a communication plan?*

*Main aspects*

*Why is it useful?*

# Communication Plan



# Communication Plan

Effective communication can help **improve** every aspect of your business by enabling you to share information with customers and the public. However, your communication shouldn't be spontaneous because saying the wrong thing at the wrong time can damage your reputation.

A communication plan can help you respond to customers and the public, get the word out about new products and services, deliver your key brand messaging, and recover when there's a public relations blunder.



# Communication Plan

A communication plan is a thorough plan explaining the actions you'll take to communicate information to stakeholders.

- It ultimately **identifies your essential brand messaging**, including branding basics like your value proposition, while using different types of storytelling to share information with the public. In addition, every communication plan has a crisis management strategy built in to help you respond in times of a crisis, so it's important to have conflict resolution skills.



# Why is communication planning important?

- Communication planning is important because it can help you effectively communicate with your audience, giving you the right thing to say at just the right time. It can also help everyone understand their role in the strategy. For example, for a product launch, product development is responsible for creating the product, while marketing is in charge of getting the word out to the public.
- Communication plans can also improve stakeholder and client relationships by helping everyone get on the same page and plan easily. With a good communication plan, no one is left in the dark. Additionally, it can help those using the communication plan to articulate smart responses quickly, which can be beneficial when your reputation is at risk.



## Top components of an effective Communication Plan

**Intended audience:** Who is your message intended for? Depending on your goals, this could be anyone, from customers to internal employees.

**Message format:** What will your plan look like? The format of your message depends on what you've used in the past and what has worked. For example, you may use a simple PDF structure when working directly with stakeholders so everyone has a copy.

**Distribution:** How will you share your message? How you share your message depends on what type of message it is. For example, if you're sharing news of a new product, you have many channels to choose from, including ads and social media.

**Timeline:** When will your plan begin and end? Your plan timeline varies depending on the project, but you should always have a start and end date to ensure you can effectively measure your performance and progress.

**Message source:** Who will share your message? The person who shares your message could be anyone, from the head of HR to the CEO, depending on your type of communication plan.





# How to write a communication plan



Your plan is part of your communication strategy. It'll need to cover several elements, including how you'll talk about your products and services and how your business will handle a crisis.

- 1-**Define your objectives.** What do you hope to achieve? Understand your audience.
- 2-**Who is impacted by the communication?** What do they need to know? When do they need to know it?
- 3-**Select your communication channels.** What communication channels work best for your audience and your objectives?
- 4-**Develop your message.** What information do you need to communicate, and how can you do so effectively?
- 5-**Create a timeline.** When does your communication take place? How often?
- 6-**Assign roles and responsibilities.** Who is responsible for generating and delivering the communication? Who approves messages before they're sent?
- 7-**Test your plan.** Once you've developed your communication plan, test it to ensure it works as intended. Get feedback from your audience, and make adjustments as needed.






These steps, you can create a communication plan that meets the specific needs of your business and helps you achieve your objectives.

# Here is an example

## Communication Plan Template 2

This template can be used to prepare a communication plan which could be shared with the project team to list down there activities



	Deliverable	Description	Delivery Method	Frequency	Owner	Audience
 <b>REPORTS</b>	Project status report	Regular update on critical project issues	E-mail	Weekly	Project Manager	Project Manager Project Sponsor Project Team
	Quality audit report	Regular update on project quality performance	E-mail	Weekly	Quality Manager	Project Manager Project Sponsor
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
 <b>PRESENTATIONS</b>	Project review	Project status update	Meeting	Monthly	Project Manager	Project Manager Project Sponsor Project Team
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
 <b>PROJECT ANNOUNCEMENTS</b>	Task reminders	Task Owner schedule	E-mail	Daily	Project Manager	Project Manager Project Team
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
 <b>REVIEWS AND MEETINGS</b>	Team meeting	Meeting to review project status	Meeting	Weekly	Project Coordinator	Project Manager Project Sponsor Project Team Quality Manager
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
 <b>TEAM MORALE</b>	Team event	Regularly schedule team morale events	Event	Quarterly	Project Sponsor	Project Manager Project Sponsor Project Team
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>
	<Deliverable>	<Description>	<Delivery Method>	<Frequency>	<Owner>	<Audience>



# To Sum Up

A few of the advantages of communication planning include:

- Effectively communicate with your audience
- Understand individual and team responsibilities
- Improve stakeholder and client relationships
- Articulate smart responses quickly

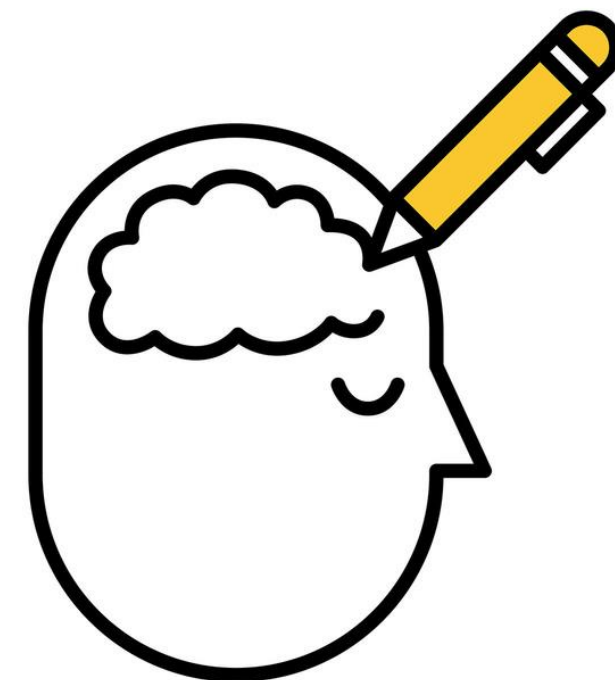


# Individual Exercise: How to Write it? (15 Min)

Try to write or re-write (if you already have one) your communication plan, following all the new information you just learnt.

But, with a **specific focus**: identify the specific help needed to support you.

Share your results.





**Revision**



- Mobilisation refers to the process of building social relationships to get a common community interests.
- Community which is mobilised has those resources: Leadership, Organizational Capacity, Communication Channels.
- Mobilising others is the art of motivating people and getting them on board with your idea. It is one of the skills of being a good leader.
- Emotional intelligence is the ability to understand, use, and manage your own emotions in positive ways to relieve stress.
- Remember that IQ and EI are different in scale of standards, evaluation, and what they measure.
- Transformational Leadership style is very important to mobilise others.
- It has 4 essential components for transformational leadership: Individualized consideration, Inspirational motivation, Idealized influence and Intellectual stimulation.

- Understanding the business environment is vital to mobilise people.
- The elements of Business Ecosystem: Stakeholders, Customers, Suppliers, Partnerships, Competitors, Regulatory environment, Technology and Innovation, Investors, Labor Market and the community.
- Navigating effectively the business ecosystem requires a combination of strategic thinking, adaptability, and a deep understanding of various elements that influence the business environment.
- There are 10 principle and strategies to navigate into the business ecosystem.
- Negotiation is a discussion to settle disputes and reach agreements between two or more sides.
- You can use BATNA which is the ability to identify a negotiator's best alternative to a negotiated agreement, is among one of the many pieces of information negotiators seek when formulating dealmaking and negotiation strategies.
- A pitch is a presentation of a business idea to potential investors. People pitch a business because they need resources.
- As for the communication plan, Effective communication can help improve every aspect of your business by enabling you to share information with customers and the public.

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- As for the communication plan, Effective communication can help improve every aspect of your business by enabling you to share information with customers and the public.





Do you have any questions?



What will you keep from today's training?

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Thank you!



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