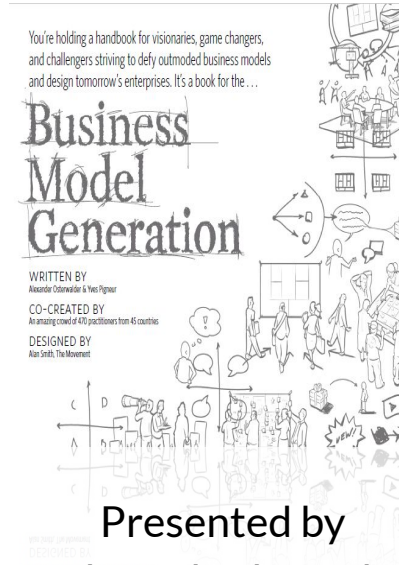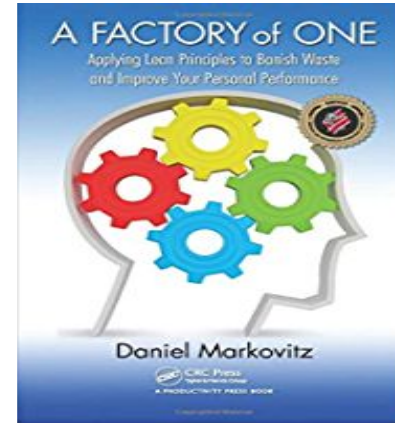# Group A
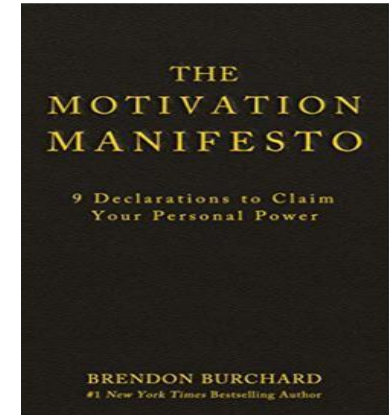
Presented by
Meshu Deb Nath
618652

Presented by
Thaerah Abuaorh
465744

Presented by
Alireza Vahidi

Presented by
Md Tajul Islam
618595

TECHNISCHE UNIVERSITÄT
CHEMNITZ
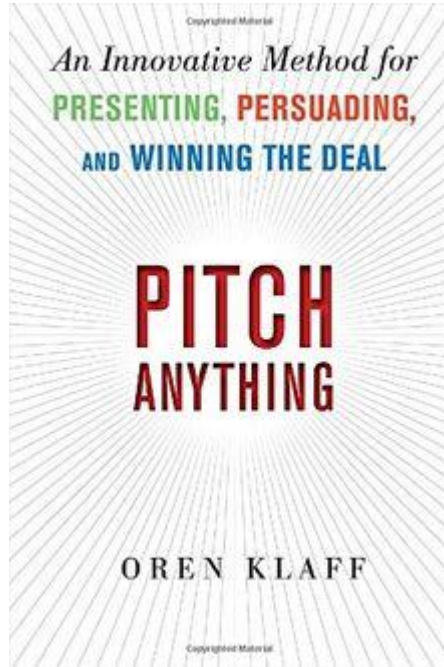
Pitch Anything
by Oren Klaff

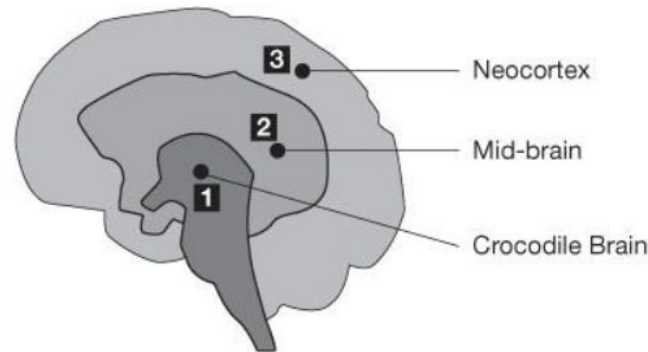**Presented by:**
Meshu Deb Nath (618652)

Contents

➜   The Method

➜   Frame Control

➜   Status

➜   Pitching Your Big Ideas

➜   Frame Stacking and Hot Cognitions

➜   Eradicating Neediness

➜   Get in the Game

The Method

Our brain processes information in three different part

Figure 1: Three parts of the brain [2]

The Method

Klaff's formula to easily accepted and get paid attention to the crocodile brain of the audience. He denoted it as "S.T.R.O.N.G"

➔ Setting the frame

➔ Telling the story

➔ Revealing the intrigue

➔ Offering the prize

➔ Getting a decision

Frame Control

➔ The less you say, the more effective you will be.

➔ A successful pitch depends on your ability to build strong frames.

➔ The most possible way to gain the frame in controlled by using defiance and humor in a pitch.

➔ One can encountered several frames in a conversation for example The Power Frame, The Intrigue Frame, The Time Frame, Analyst Frame, The Prizing Frame, The Moral Authority Frame, Plowing.

Status

➔ Don't measure the status of your listener while talking businesses.

➔ Alpha and Beta

➔ Try to grab the Alpha position in a conversation as soon as possible

➔ Local star power

Pitching Your Big Idea

➔ Phase 1 – Introduce Yourself and the Big Idea Within the First Five

Minutes

➔ Phase 2 – Explain the Budget in Under Ten minutes

➔ Phase 3 – Offer the Deal in Under Two Minutes

➔ Phase 4 – Stack Frames

Frame Stacking and Hot Cognitions

The four-frame cognition stack will trigger the audience's crocodile brain.

➔ The Intrigue Frame

➔ The Prize Frame

➔ The Time Frame

➔ The Moral Authority Frame

Eradicating Neediness

Why It's Important to Eradicate Neediness?

➔ No investor will spend their money to a needy man who has money
    problem.

How to eradicate neediness?

➔ Eliminating visible desires

➔ If the deal is not suitable then simple walk away

➔ Excellent presence in front of others

Get in the Game

Step 1: Be aware of the beta trap.

Step 2: Start stepping around beta traps.

Step 3: Identify and label social frames.

Step 4: Exercising frame collisions with safe targets especially those

has no direct career risk.

Step 5: Defiance and denial
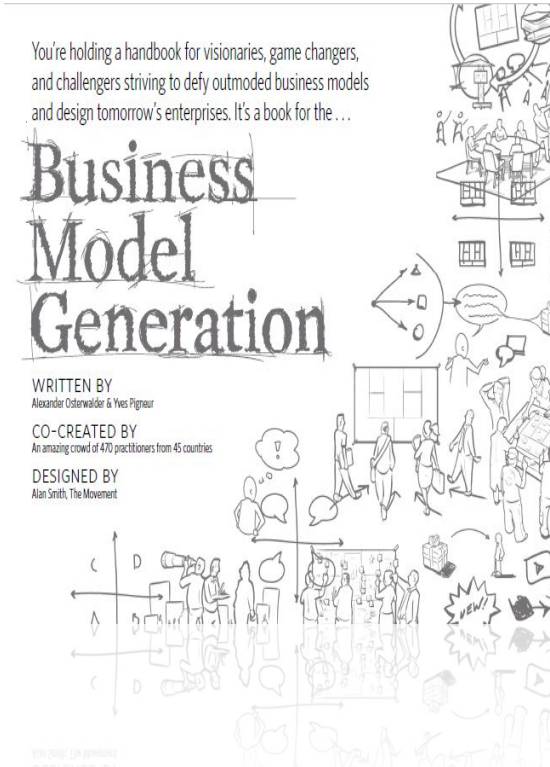
Step 6: Frame control cannot be forced it's a fun game.

Step 7: Work with other frame masters.

References

[1] Klaff, Oren (2011). *Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal*. McGraw-Hill Education.

[2] Open Mirror. [Online]. Available: [http://openmirrors.com]. [Accessed June. 28, 2021].

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the . . .

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement

Introduction

➢ Business Model Canvas

➢ Patterns

➢ Design

➢ Strategy

➢ Process Types

➢ Conclusion

Business Model Canvas

➢ **Business model describes how the businesses generate, capture and deliver value.**

➢ **It consists of 9 building blocks.**

➢ **Reviewing the business model is crucial to obtain a deeper insight on the business processes.**

➢ **Nine building blocks of business model are—customer segments, value proposition, channels, customer relationship, revenue stream, key resources, key activities, key partners, cost structure.**
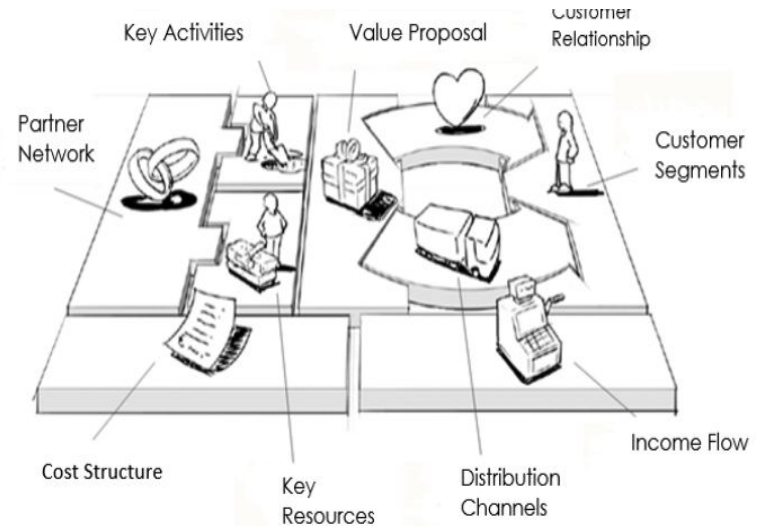

Figure 1: Business Model Canvas
(Source: Osterwalder & Pigneur, 2010,pp-44)

Patterns

➤ **The patterns indicate similarities and dissimilarities among business models.**

➤ **5 patterns are:**
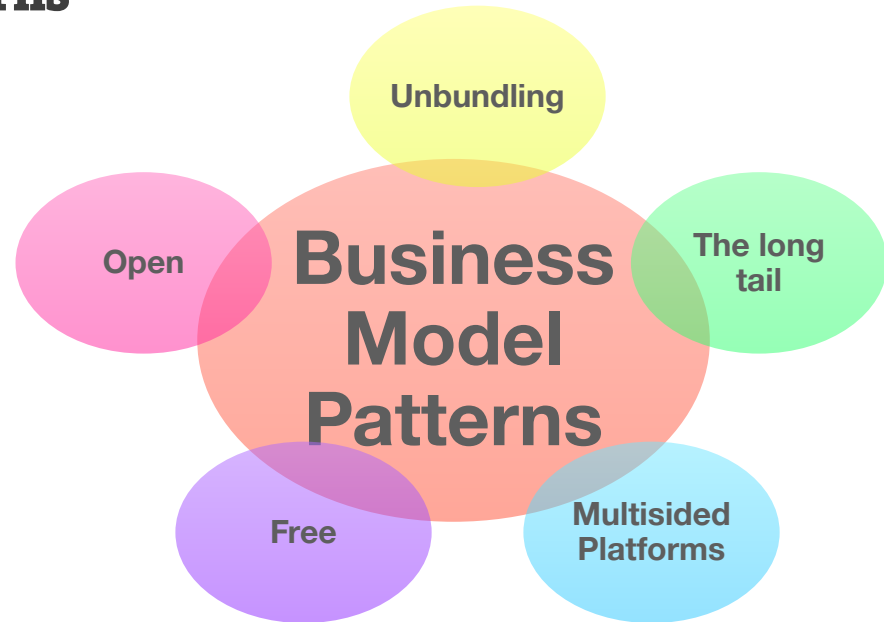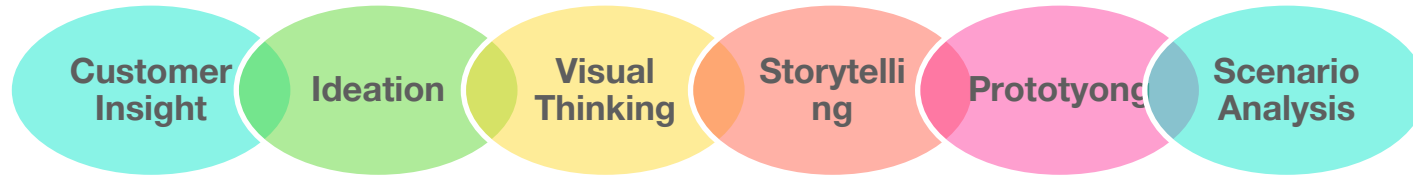   **Unbundling, Long tail, Multisided, Free and Open.**

Figure 2: Business Model Patterns
(Source: Osterwalder & Pigneur, 2010,pp-56)

Design

**Figure 3: Business Model Design Techniques
(Source: Osterwalder & Pigneur, 2010,pp-126)**

➢ Design techniques are used for generating business models.
➢ Six design techniques are-Customer insights, ideation, visual thinking, prototyping, storytelling and scenarios.
➢ Customer insights consider the customer perspectives into business models.
➢ Ideation emphasizes on generating and evaluating ideas.
➢ Visual thinking promotes use of diagrams to describe ideas.
➢ Prototyping involves testing the ideas in reality.
➢ Storytelling involves describing the ideas in an engaging manner.
➢ Scenarios involve analyzing different business situations.

Strategy

Environment Analysis

Evaluating Business model

Analyzing business perspective using blue ocean strategy
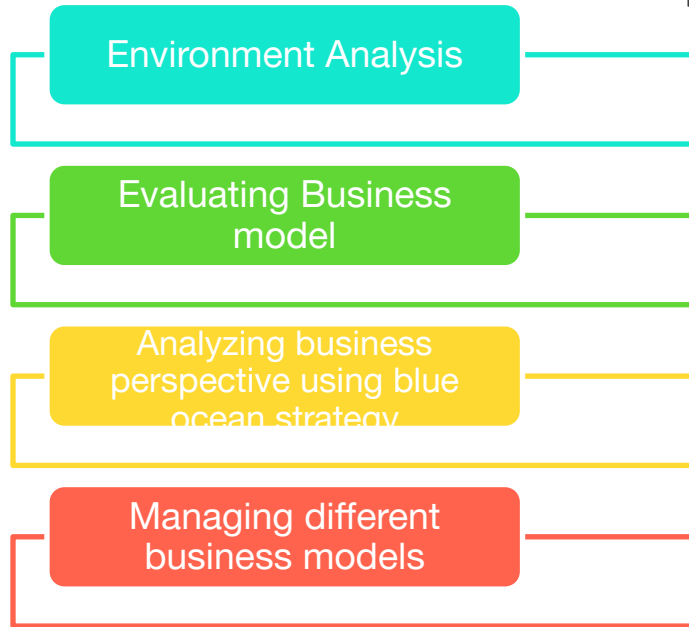
Managing different business models

**Figure 4: Business Strategy Analysis
(Source: Osterwalder & Pigneur, 2010,pp-200)**

- Strategy is a critical factor behind successful model generation.
- Four strategic areas are– business environment analysis, evaluation of business models, analyzing business perspectives using Blue Ocean Strategy and managing multiple business models.
- The strategy is developed by reviewing the key trends, industry forces, market forces and macro-economic factors.
- Managing multiple business models involve integrating the existing business models into a new one.

Process

Figure 5: Business Model Generation Process
(Source: Osterwalder & Pigneur, 2010,pp-200)

➢ The process includes five stages:
    Mobilize,Understand, Design,.Implement, Manage.

➢ At each stage, the management needs to use model canvas, design techniques and multiple strategies.

Conclusion

➢ Business model canvas is used for getting insight on value creation and delivery process.

➢ It has nine building blocks.

➢ The models can be categorized into five types—unbundling, long-tail, multisided platforms, free and open.

➢ The models can be designed using six techniques.

➢ Four strategic areas such as environmental analysis, model evaluation, business perspective analysis, and managing different models.

➢ The models can be developed using a fives-stage process.

➢ There is no perfect Business Model, just try to determine and deep understand what your Customers and the Market need.

References

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons

A Factory of One

- What's Your Job ?
- Spotting Value, Spotting Waste
- Flow
- Visual Management
- From Bad to Good, and From Good To Great
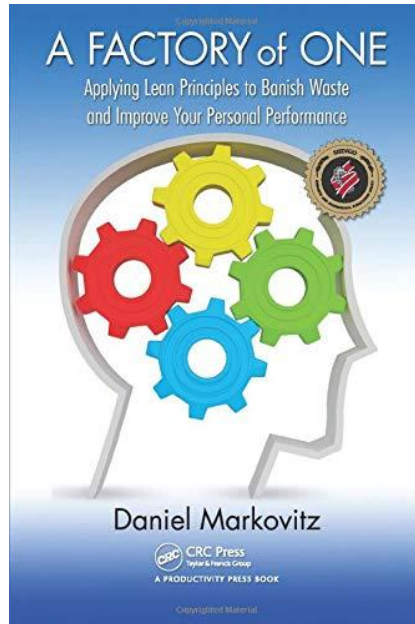
A Factory of One

- What's Your Job ?

  Why Is It So Tough to Create Value?

  What the Heck Is Your Work, Anyway?

  Going to the Gemba

A Factory of One

- Spotting Value, Spotting Wate

  Introducing 5S

  Applying 5S to Information

  The Desktop

A Factory of One

- Flow

Daily Work Processes

The $327 Million E-Mail

One Thing at a Time

The First Step, but Not the Last

A Factory of One

- Visual Management

  What is Visual Management ?

  Living in the Calendar

  The Calendar as Kanban

  The Incredibly Flexible Kanban

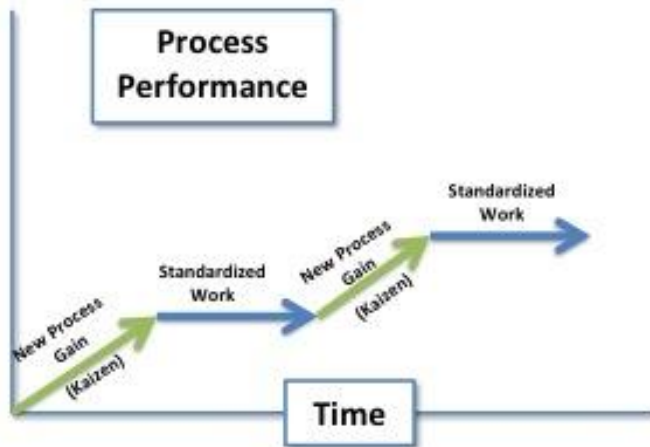# A Factory of One

- From Bad To Good, and From Good to Great

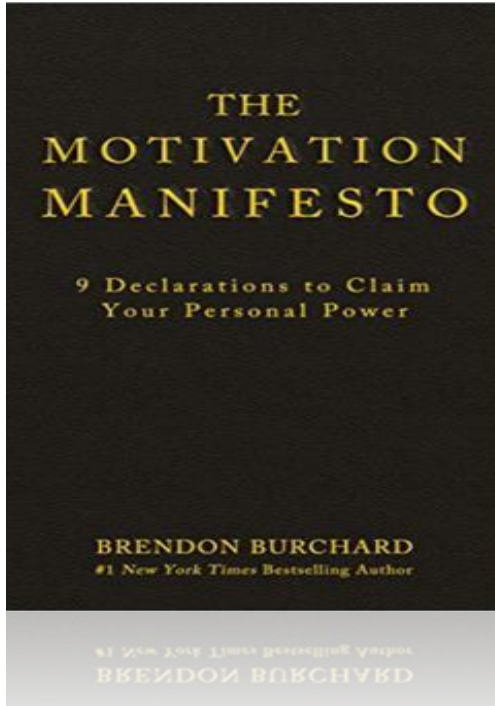 Like an Air Traffic Controller

  The Twin Pillars of Kaizen

  Standardized work

  Creating Mental Capacity for Improvement

Introduction

☐ **Necessity Of Motivation**

☐ **The Declaration Of Personal Power**

☐ **Motivating Factors**

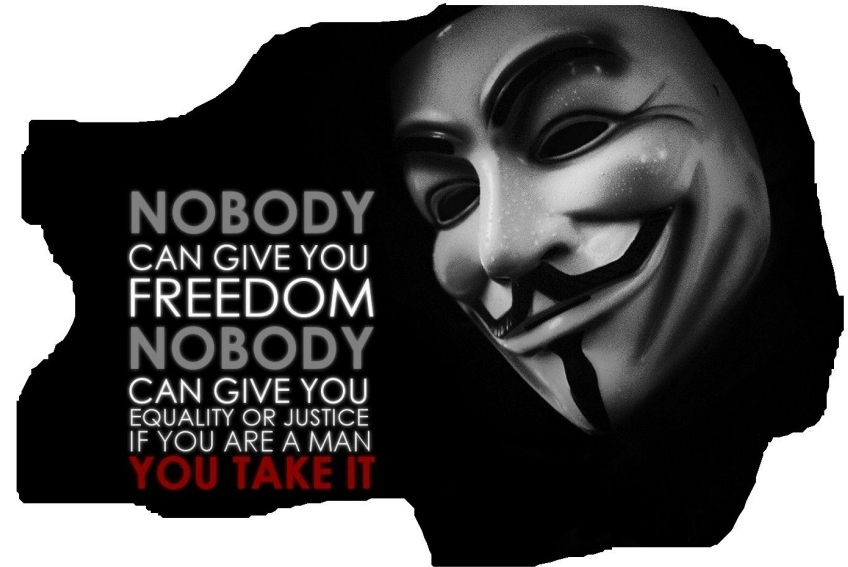☐ **9 Declarations**

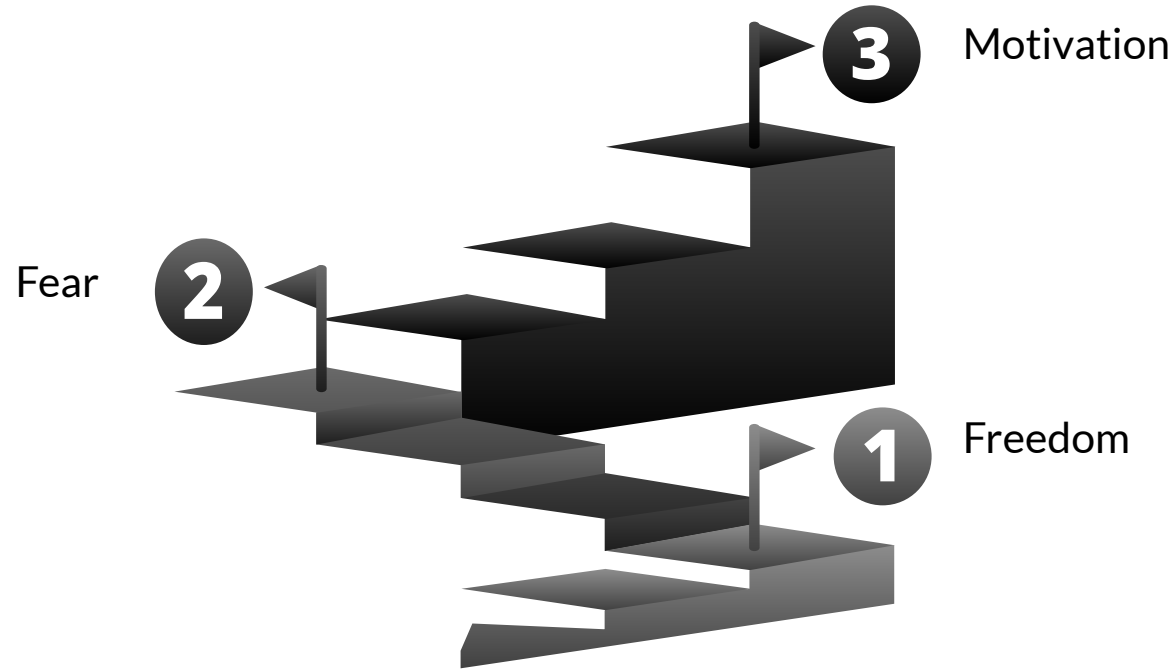☐ **Conclusion**

"SUCCESS IS A JOURNEY, NOT A DESTINATION...."

- ➢ Clarifies a goal.
- ➢ Sets priorities in life.
- ➢ Builds self-confidence
- ➢ Boost up performance

What?   Why?   How?

MOTIVATION

The Declarations Of Personal Power

➢ Do we live as mice?

➢ Are we ready for another level of existence?

NOBODY CAN GIVE YOU FREEDOM NOBODY CAN GIVE YOU EQUALITY OR JUSTICE IF YOU ARE A MAN YOU TAKE IT

Motivating Factors

We Shall Meet Life Full Presence & Power

We Shall Practice Joy & Gratitude

We Shall Reclaim Our Agenda

We Shall Advance & Abandon

We Shall Defeat Our Demons

We Shall Not Break Integrity

We Shall Amplify Love

We Shall Inspire Greatness

We Shall Slow Time

We Shall Meet Life With Full Presence & Power

- The Half Experienced Life
- Ripped From Time
- Avoiding Reality
- Inattention to our roles

We Shall Reclaim Our Agenda

- Stripped From Our Path
- Clarity On What Is Meaningful
- Setting A Direction
- Progress Despite Obligation

We Shall Not Break Integrity

- Creating Clarity
- Practice Integrity

References

- The Motivation Manifesto: 9 Declarations to Claim Your Personal Power - Brendon Burchard.

Any Questions

Thank You !