

# Pitching 101: Essential Skills for High School Students

Jennifer Gessner (EIX/University of St. Thomas)

**KEYWORDS:** Pitching and Presenting Ideas.

Presenting ideas clearly and confidently is a valuable skill, not just in business but in all aspects of life. The How to Pitch Your Business Idea module teaches high school students the essentials of crafting and delivering a compelling pitch, whether it's a detailed presentation for a business competition or a quick elevator pitch for networking. Students will gain public speaking skills, learn to present ideas persuasively, and build the confidence they need to make an impact in various life scenarios.

## What's in the Module?

This module offers high school educators a structured approach to teaching the art of pitching, including:

- How to Create a Winning Pitch: Guidance on creating both a 5-7 minute structured pitch and a concise elevator pitch.
- Building Public Speaking Confidence: Tips on body language, vocal clarity, and managing nervousness.
- How to Answer Questions and Use Feedback: Techniques for handling questions with composure and using feedback to improve.

## Learning Objectives

By the end of this lesson, students will:

- Understand the components of a successful pitch and why pitching skills are valuable.
- Develop both structured and elevator pitches, presenting ideas with clarity and impact.
- Build public speaking confidence through practice, feedback, and constructive self-reflection.
- Gain essential life skills applicable to college applications, job interviews, and leadership opportunities.

## Why Use It?

This module goes beyond business concepts by teaching skills that benefit students in countless real-life

situations. With hands-on activities, students learn to structure their ideas, engage their audience, and handle feedback gracefully—qualities that make them effective communicators. By practicing their pitches, students gain self-assurance and develop a sense of presence, preparing them for future challenges and opportunities.

## How to Use It in Your Classroom

The module is designed to be interactive and practical, making it ideal for business, speech, or entrepreneurship courses. Start by introducing students to the structure of a pitch, then guide them in crafting their own. Encourage practice in small groups, where they can give and receive feedback, and end with presentations where they practice handling questions. This lesson provides students with the tools they need to make their voices heard and their ideas shine.

Give your students the confidence and skills to present their ideas boldly. The How to Pitch Your Business Idea module helps students develop a lifelong skill that will empower them to succeed in any setting.

[Pitch Planning Worksheet: Crafting Your Pitch](https://eiexchange.com/api/submissions/1149/documents?file=Pitch%20Planning%20Worksheet%20-%20Crafting%20Your%20Pitch.pdf&download=1)  
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[Pitch Planning Worksheet: Creating Your Slide Deck](https://eiexchange.com/api/submissions/1149/documents?file=Pitch%20Planning%20Worksheet%20-%20Creating%20Your%20Slide%20Deck.pdf&download=1)  
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