How to Pitch a Brilliant Idea

In this article Kimberly D. Elsbach talks about pitching ideas so that they will be accepted by the people listening to them. Because stereotyping is a common human trait and the listeners have limited time to assess your idea the author talks about three common pitching types (showrunner, artist and neophyte) and different ways they can get positive points from among the listeners (catchers). These stereotypes are mostly present in Hollywood among people pitching a movie or show idea to producers, but there is a strong correlation to people pitching ideas to an executive. Each type has their own way of involving the catcher in the pitch, and in doing so creates success.

View Article
Author:
Kimberly D. Elsbach
Original Source:
Harvard Business Review
Published:
September 01, 2003
Associated Cost:
No Cost
Categories:
Business Development
Innovation
Strategy

Source URL: https://www.leanmethods.com/resources/research/how-pitch-brilliant-idea