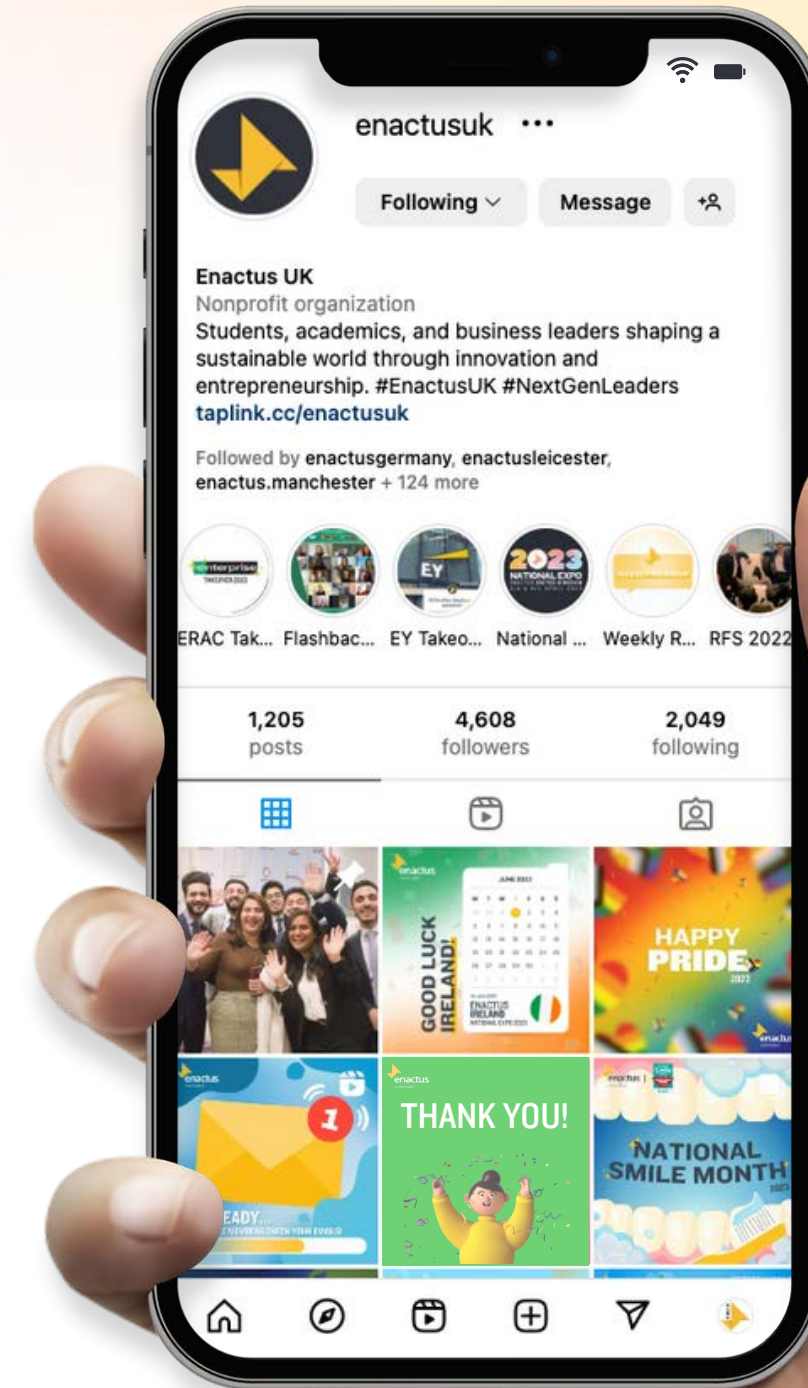
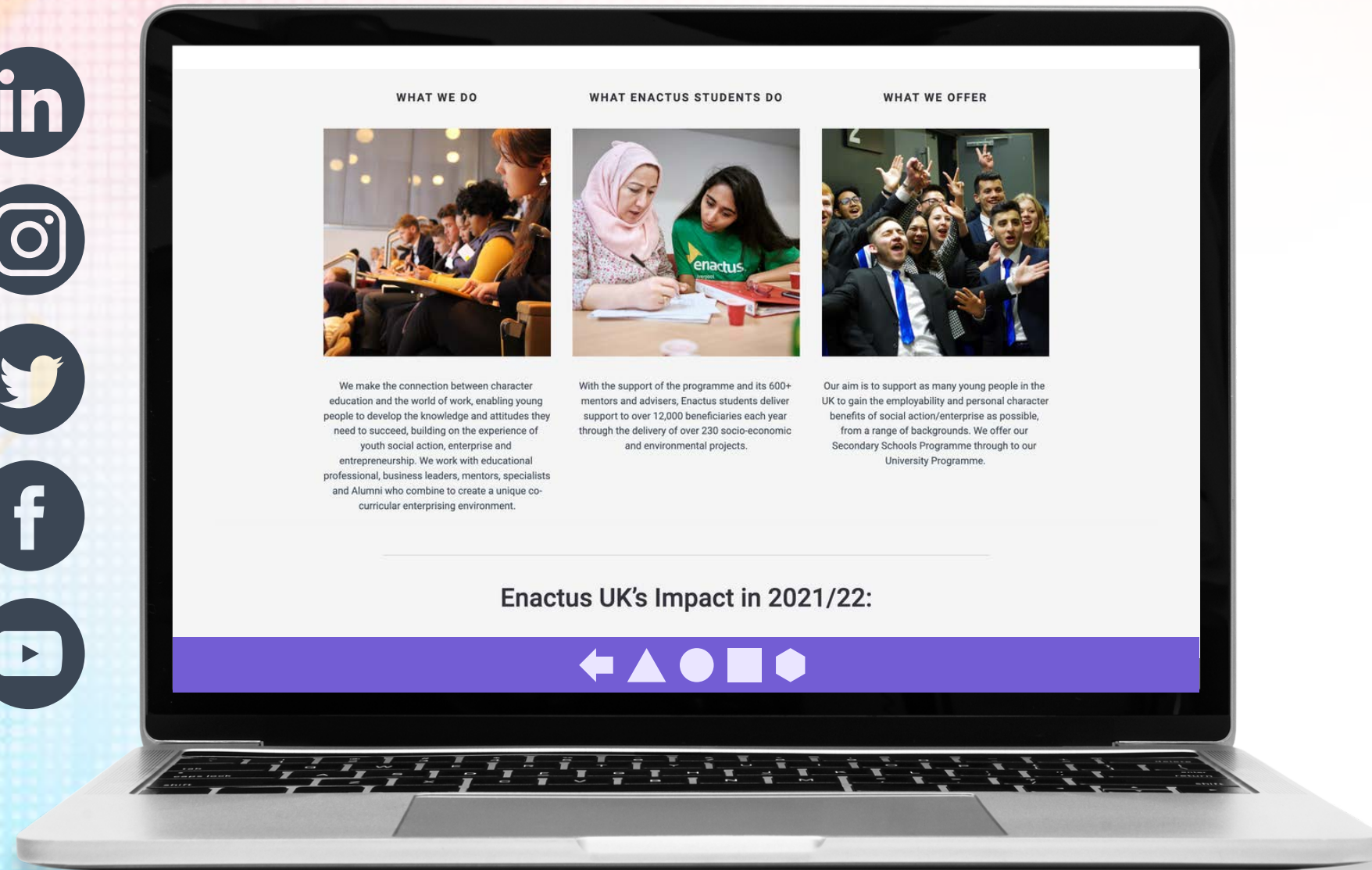




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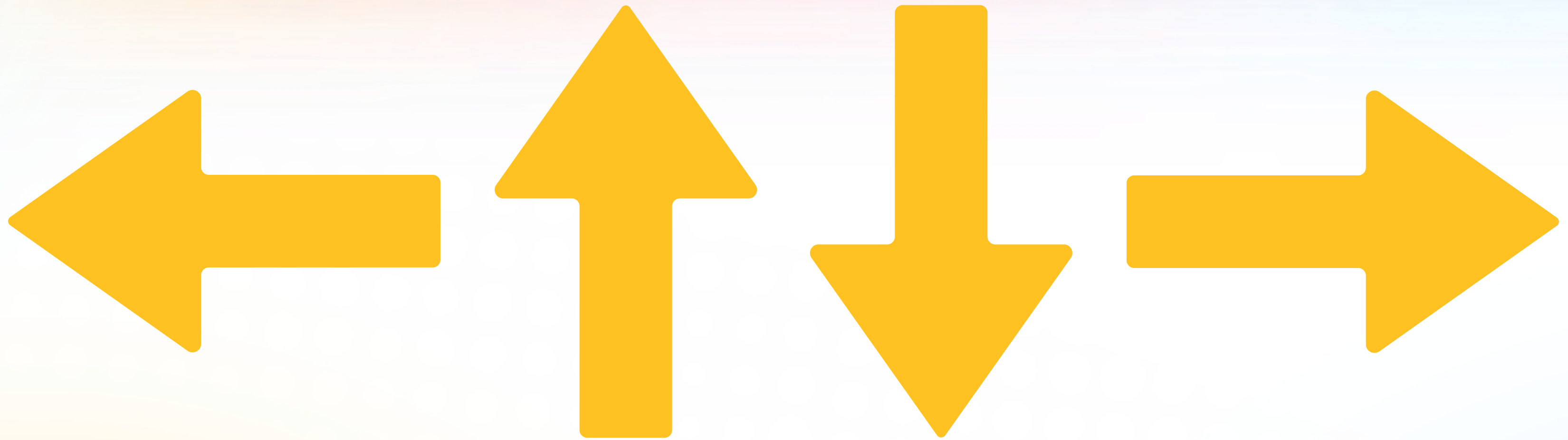


Leadership Summit 2023





WELCOME BACK



The background features a central white area with a yellow banner across the middle. The top half has a pink-to-orange gradient with a halftone dot pattern and geometric shapes. The bottom half has a blue-to-yellow gradient with a similar halftone pattern and geometric shapes. The banner contains the text 'Let's get started...' in a bold, dark blue font, flanked by clusters of yellow and white triangles.

Let's get started...

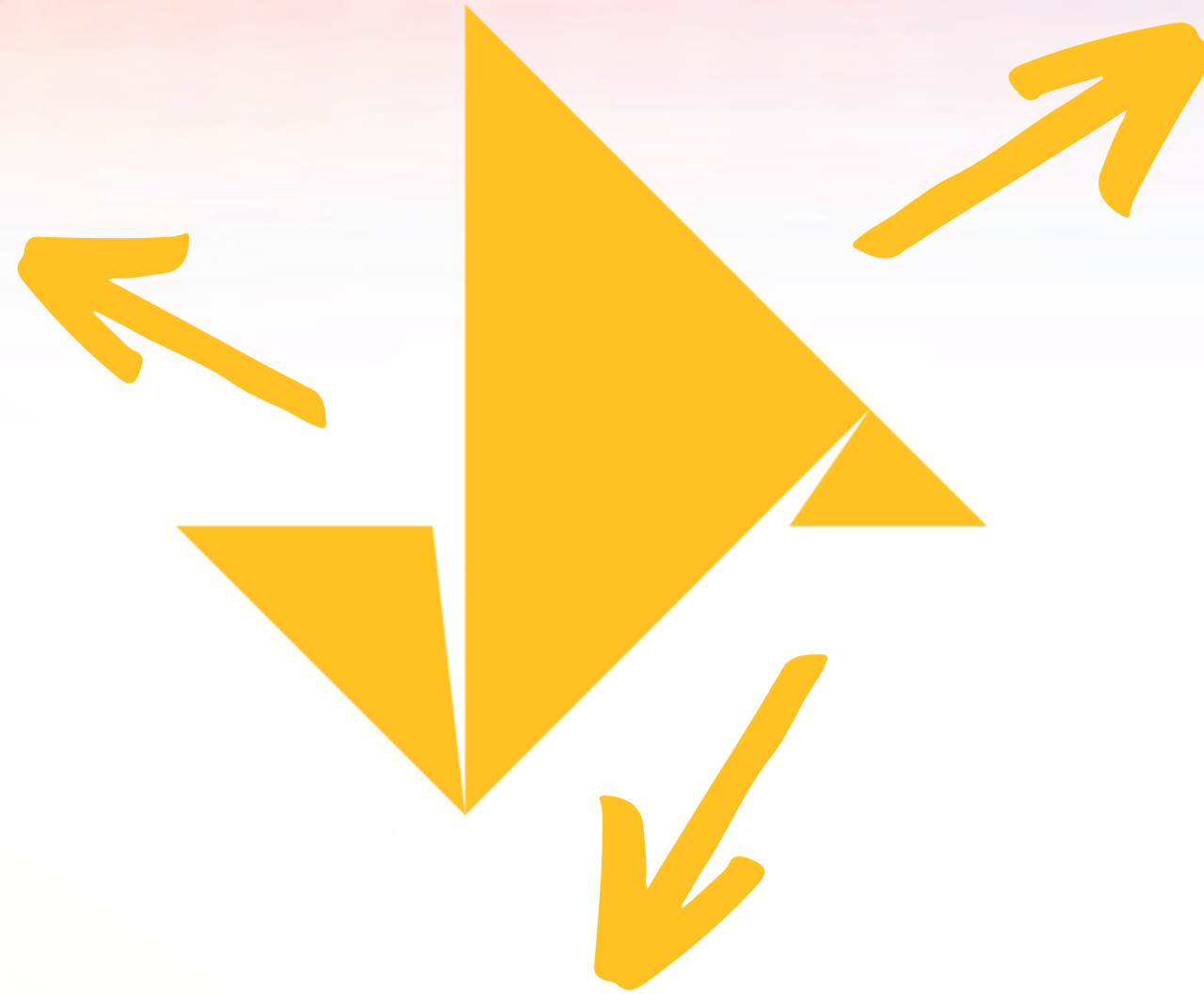
WHY?



5

Build Your Future

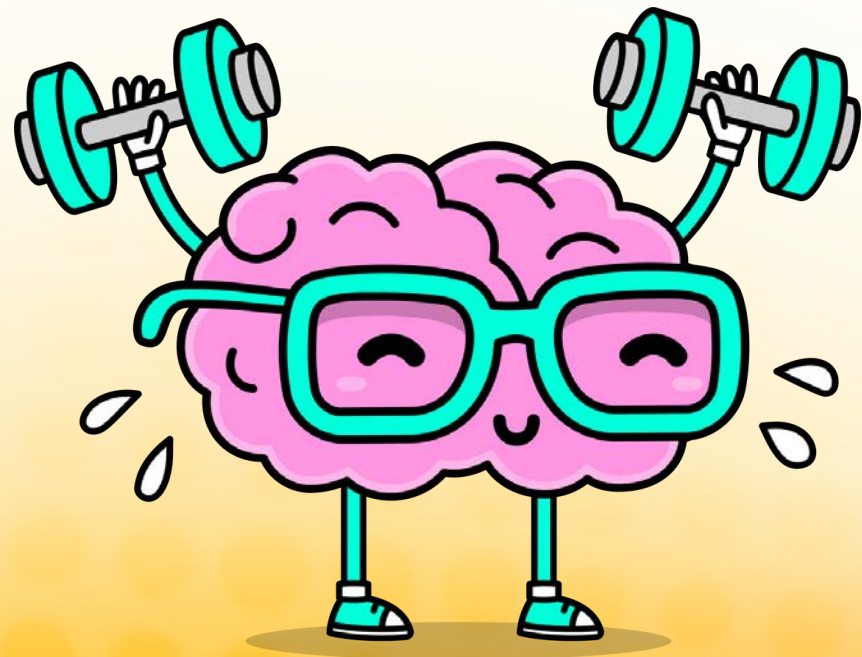
Transform Lives



Make Friends

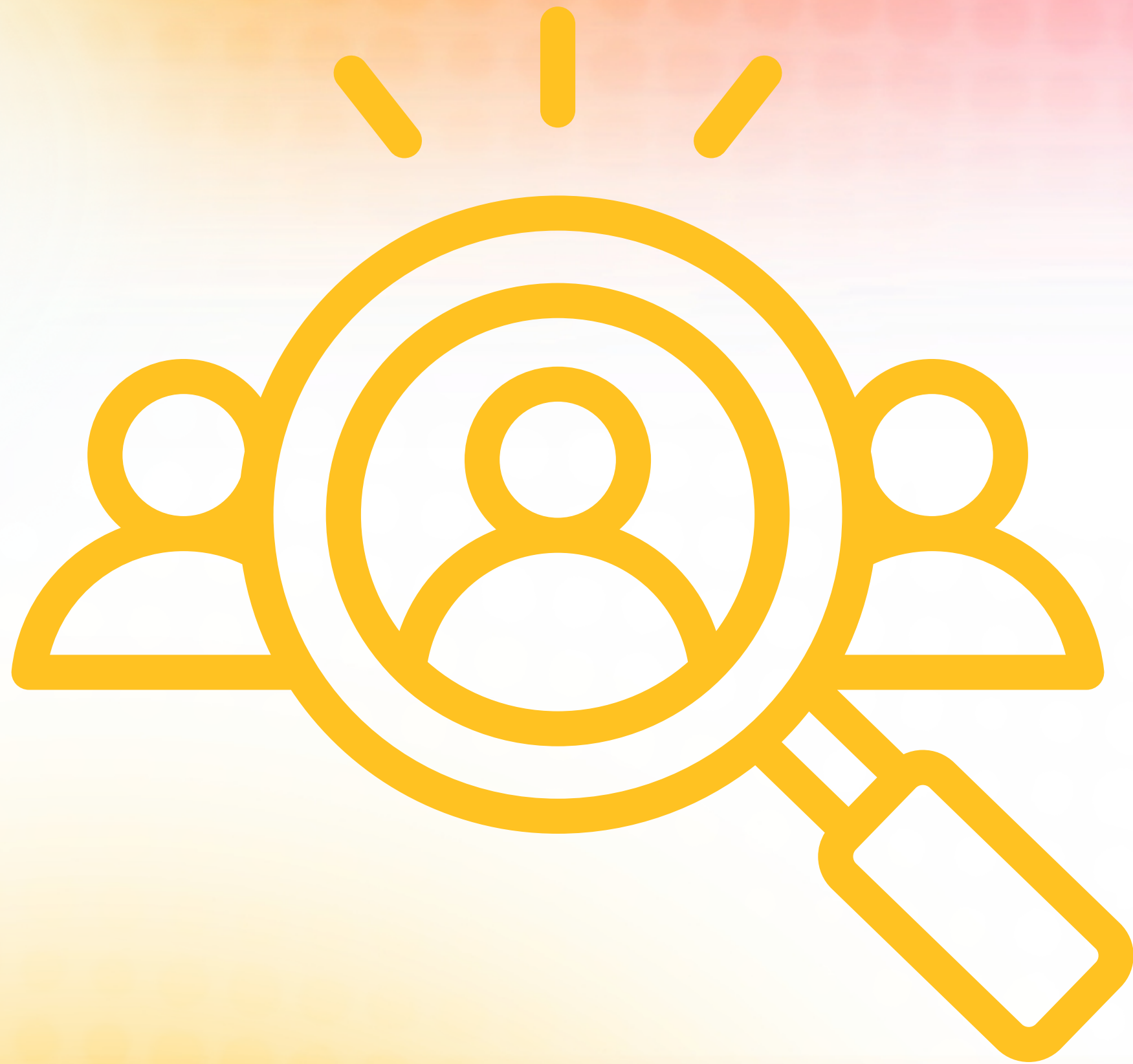
Write a minimum of 3 '**hooks**' you would use to communicate to a student who was motivated to join
by...

Transforming Lives?
Building their skills?
Making friends?





EUK Recruitment



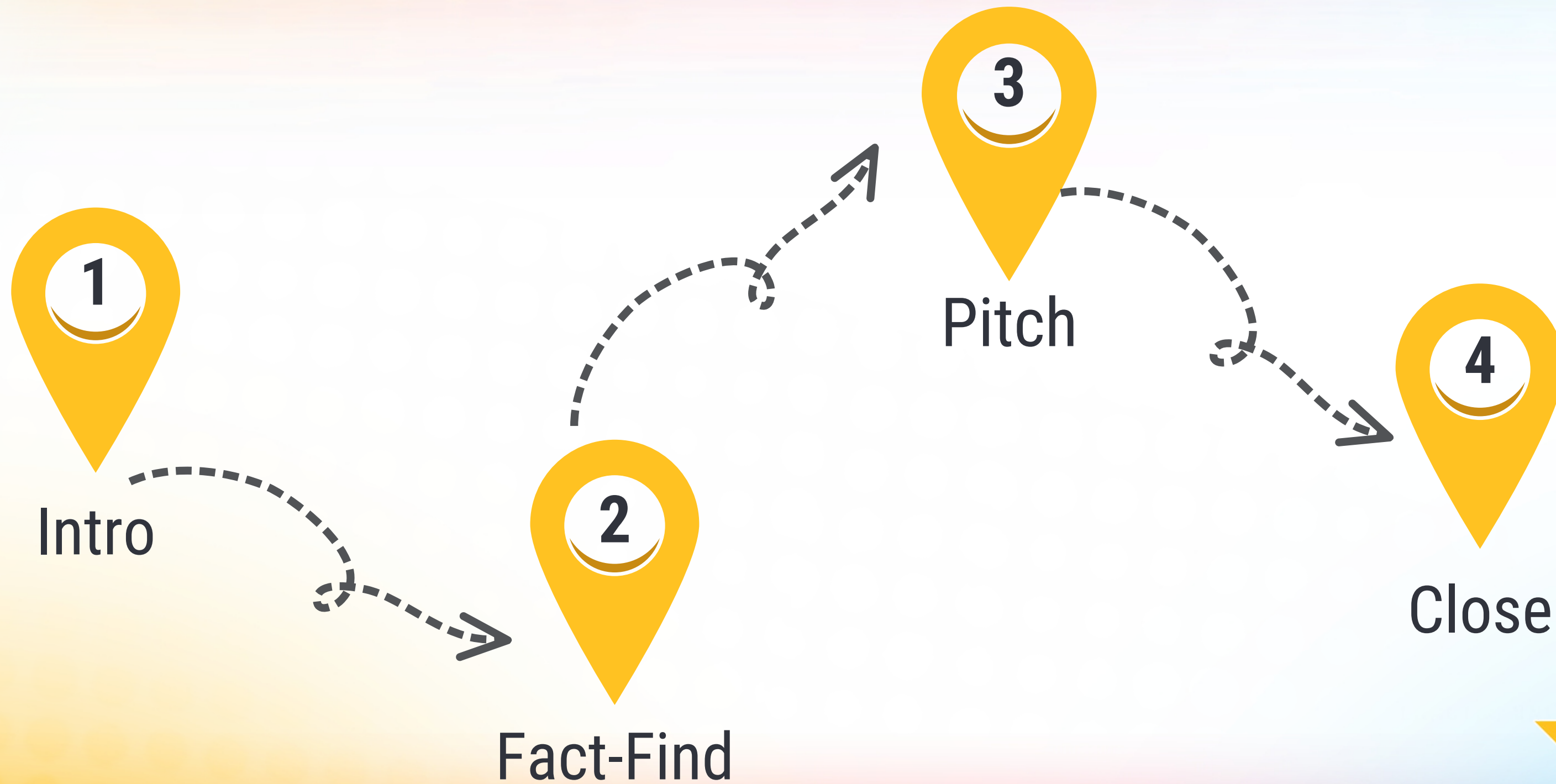
Recruitment

=

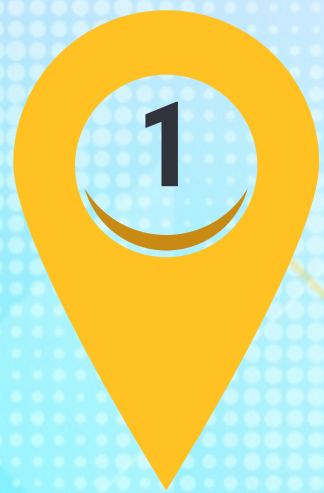
Sales

EUK 'Sales Process'

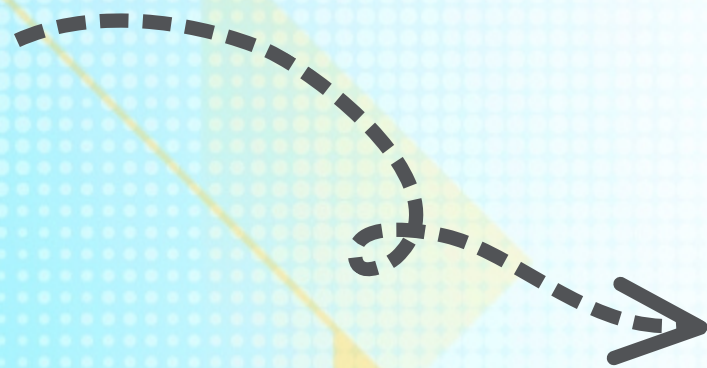
4 Step Sales Process



INTRODUCTION



Intro





First Impressions

AB

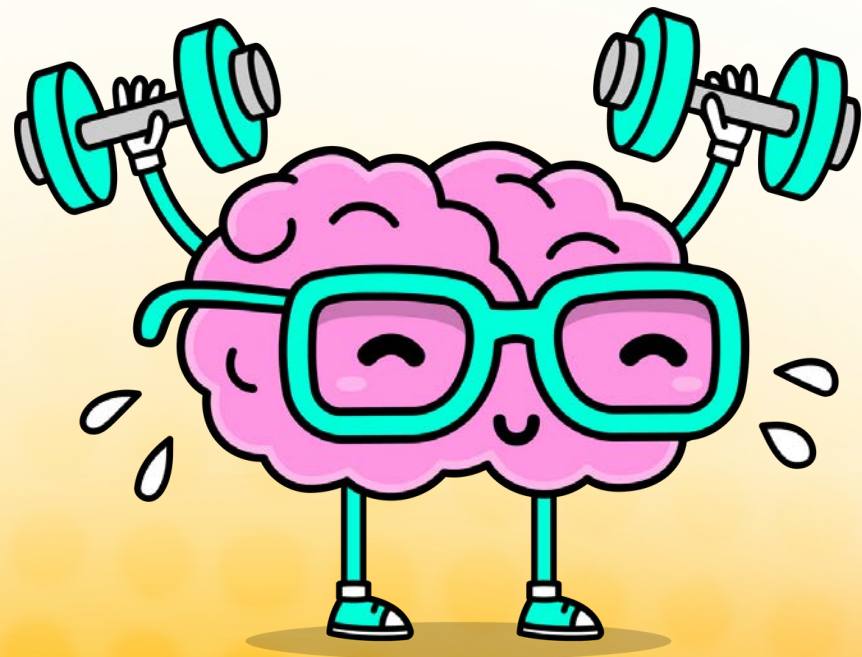
How important is a first impression in no more than one sentence



A first impression is crucial as it often shapes initial judgments and perceptions that can be difficult to change.



Using the area given to you, what do you think would make a **bad**, **good**, and **great** first impression?



HELLO!

Konnichiwa

HOLA!

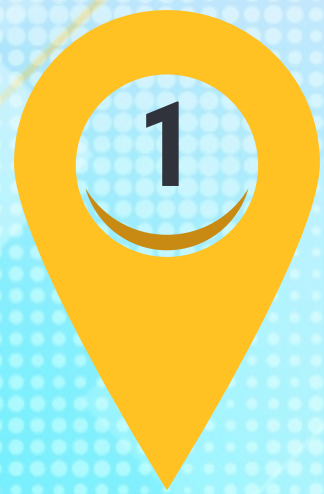
What would a great introduction look like?

BONJOUR

Alo!

Ciao

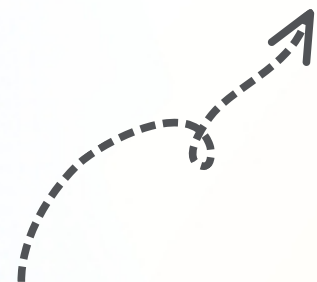
FACT-FIND



Intro

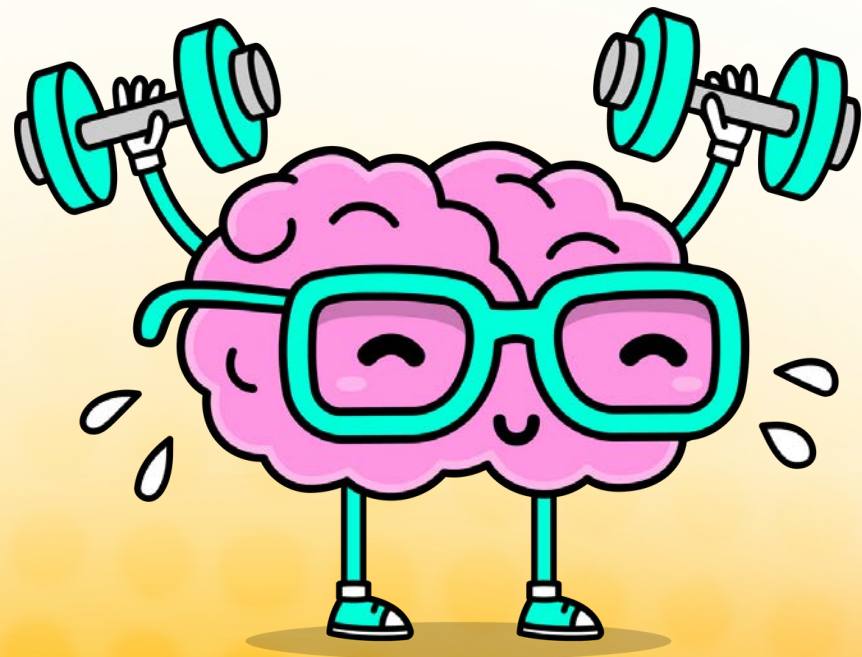


Fact-Find

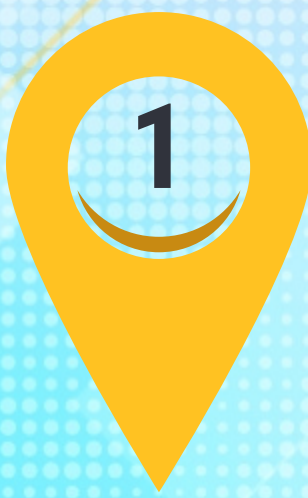




Using both **open-ended** and **closed** questions, write down a list of min. **10 questions** you could ask to a new student you're talking to about Enactus to **support your 'pitch'**



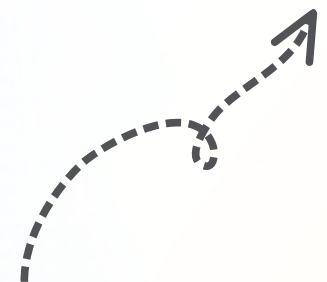
PITCH



Intro



Fact-Find



Pitch





0+

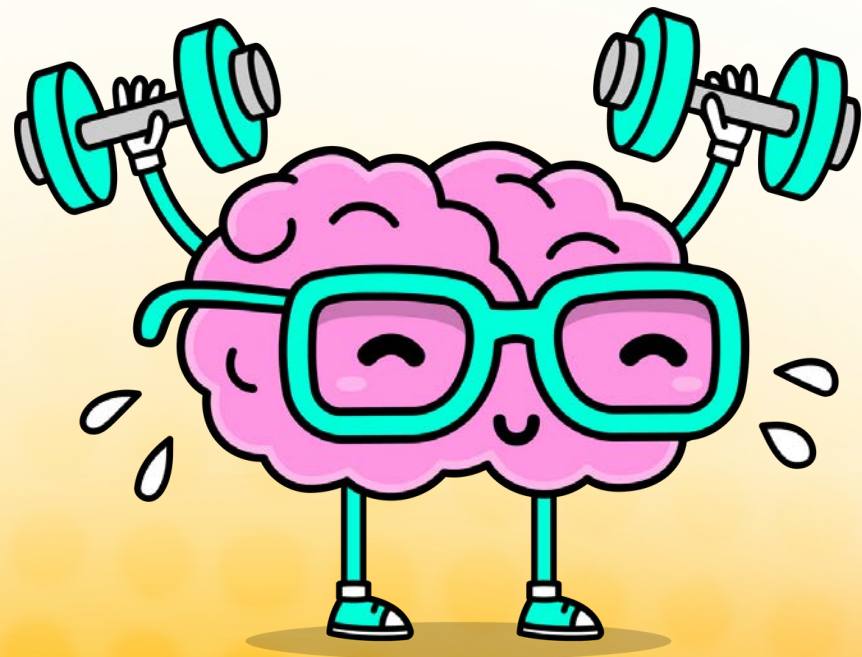
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enactus
United Kingdom

enactus
United Kingdom

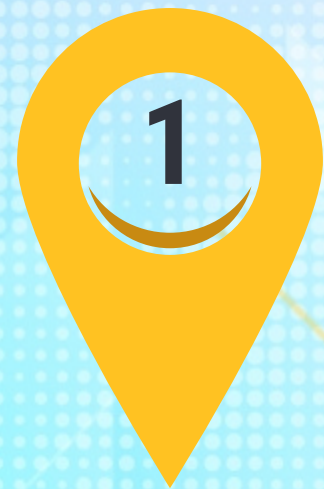
Using your '**What is Enactus**' pitch, and the '**Top 3**' reasons to join create your **30-second** elevator pitch



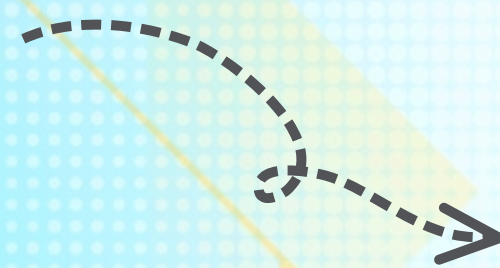
Over to you...



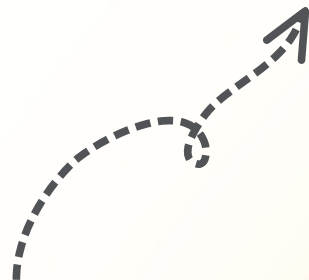
CLOSE



Intro



Fact-Find

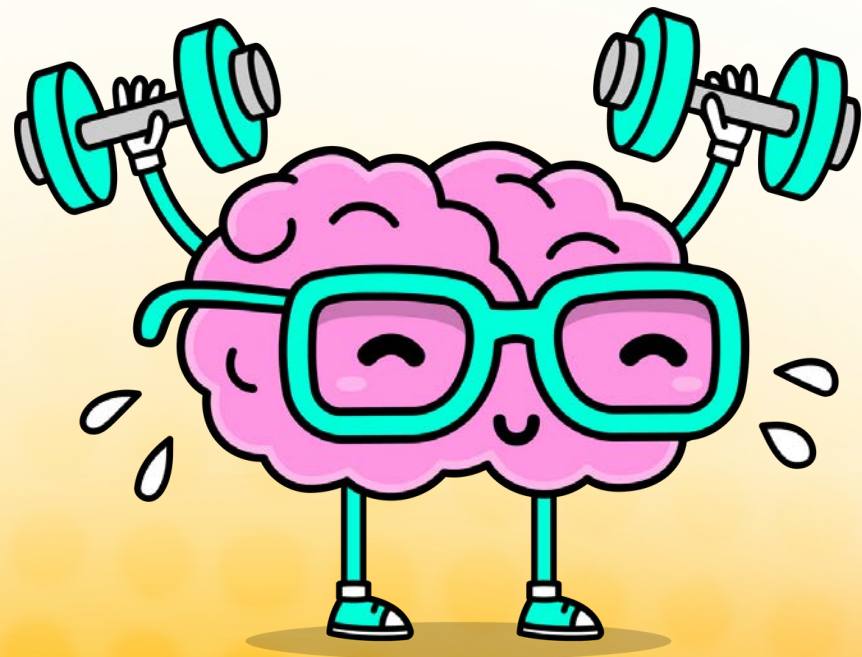


Pitch



Close

Using your '**What is Enactus**' pitch, and the '**Top 3**' reasons to join create your **30-second** elevator pitch



Reflection Point



What stood out to you as a key takeaway?



What do you know now that you didn't know before?



What action will you now take as a result of the session?



BREAK