



Breaking the Ceiling

Positive Work Ethic

Collaborative Activity

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Title	
Elevator Pitch	
Objective	The objective of this exercise is to gain insight into one another's work ethic.
Duration	Approximately 45 minutes depending on the number of participants in the exercise – the leader of the activity will need 10 minutes to present the exercise and then the participants will have 10 minutes to prepare their pitches. After they have finished, each participant will have 1 minute to present their pitch in front of the group and 5 minutes maximum for discussion. In total, the exercise is expected to last between 70 and 80 minutes.
Materials Needed	<ul style="list-style-type: none"> • Pens • Papers • Flip Chart or Whiteboard <p>OR</p> <ul style="list-style-type: none"> • Laptop • Presenter
Instructions	
Introduction (5 minutes)	Welcome the participants and explain the purpose of the collaborative activity, give a brief overview of the topic.
Group Formation (10 minutes)	Each partner will work individually on this activity. If there are more than ten participants, it is recommended to split in groups of five to be more time efficient.
Activity Phase (30 minutes)	
<u>STEP 1 – Write your Elevator pitch.</u>	<p>Use the following sample and try to keep the same structure.</p> <p>Hello all,</p> <p style="padding-left: 40px;">My name is [name], and I am an [position] for [company].</p> <p style="padding-left: 40px;">Historically, gender has been one of the most prevalent grounds for exclusion. As a consequence, women, and girls are subjected to a variety of forms of violence and discrimination based on their gender. Gender discrimination against women is exacerbated by the socioeconomic, racial, and ethnic marginalization that many women experience.</p> <p style="padding-left: 40px;">Research indicates that positive work ethic is highly related with gender equality on the workplace. In my opinion one the most important examples of positive work ethics are [write example here].</p> <p style="padding-left: 40px;">[name of skill] offers [explain the benefits]. Moreover, [write more details].</p> <p style="padding-left: 40px;">This is exactly the reason why I choose to work for my company.</p> <p>OR</p> <p style="padding-left: 40px;">[example] is one of the main aspects I wish my company could change to achieve positive work ethics.</p> <p style="padding-left: 40px;">If you agree, please let me know so we can start working together towards this goal.</p>

	It is important to present yourself first (e.g. My name is Maria, and I am an EU Project Manager for E-SCHOOL Educational Group). It is also equally important not to say too much about yourself. The goal is to gain the others' attention because of your work ethics presentation. After the end of all presentations the group will have a basic understanding of each other's Work Ethics.
STEP 2	After understanding each other's work ethics all the participants will sit down and agree on the three most important work ethic pillars of the company.
STEP 3	The team will develop an Action Plan with different activities in order to cultivate the company's mentality towards these pillars.
Possible Activities (10 minutes)	<p>More activities to implement to enhance the group's common preceptive of Work Ethic:</p> <p>Problem Solving Activity <i>George and Marina have been colleagues for over two years, and they are working in Management Department. The past three months they are also dating even if it is against the company's policy. How do you think the HR department should react to this situation?</i></p> <p>Inter-Group Sharing (optional – only in case the participants are going to be divided into different groups) Each group presents their findings, solutions, or outcomes. Encourage questions and discussions from other groups and facilitate a brief Q&A session after each presentation.</p>
Reflection and Discussion (15 minutes)	Facilitate a group discussion about the collaborative process, ask participants to reflect on what they have learned and share insights, discuss challenges faced during the activity and how they were overcome, relate the activity to real-life scenarios and applications.
Conclusion (5 minutes)	Summarize key takeaways from the activity, thank participants for their active participation, Provide any additional resources or readings for further learning, if applicable.