

TASK DETAIL	
Modul	CEO PITCH
Type	TEAM
Activity Stage	ORGANIZATIONAL STRUCTURE
Department	ALL DEPARTMENT
Duration	2x SESSION, 4 LESSON HOUR
LEARNING OBJECTIVE	
<ul style="list-style-type: none"> Students are able to practice leadership skills, business vision, and communication skills Students are involved in the systematic process of selecting company leaders 	
OUTPUT	
The CEO selected through a voting process	

INTRODUCTION

A successful company requires a leader with the competence to guide and oversee business operations to achieve the established goals. Therefore, the CEO selection process considers leadership abilities, business vision, and team and strategy management skills. In this stage, students aspiring to become CEO will undergo a selection process consisting of a CEO candidate interview, a business idea pitch presentation, and a voting session involving all students.

No	ACTIVITY
1	<p>CEO Candidate Preparation</p> <p>The CEO selection process is divided into three sessions: CEO Candidate Interview, CEO Pitch, and Voting.</p> <p>As an initial step, the facilitator invites all students interested in becoming the company's CEO to register by completing an application form and bringing their self-assessment, CV, and cover letter prepared in the previous module. These documents can also serve as materials for the interviewers during the candidate interviews.</p>
2	<p>CEO Interview</p> <ol style="list-style-type: none"> Before the interview session, the facilitator distributes a list of sample questions to all CEO candidates so they can study and prepare their answers. Recommended questions for the CEO candidate interview include: <ul style="list-style-type: none"> How do you understand the role of a CEO in a company? What motivates you to become the CEO of this company? What are your strengths? What is your vision and mission for this company? How will you motivate and maintain your team's morale to ensure stable company performance? If your business fails to meet its target next month, what actions will you take?

	<ol style="list-style-type: none"> Interviews are conducted individually and privately (5–10 minutes per candidate). Facilitators may use a separate classroom and involve school officials such as the principal, other teachers, or business educators as panelists. A simple interview rubric (provided in the Task Format section) can be used to assess aspects such as clarity of vision and mission, business understanding, leadership, and communication skills. <p>After all interviews, the panelists and facilitator discuss the results to decide which candidates will advance to the CEO Pitch stage. If discussions among the facilitator and panelists show equal performance among all candidates, it is possible for all to move on to the CEO Pitch.</p>
3	<p>CEO Pitch</p> <ol style="list-style-type: none"> Once the final list of candidates who passed the interview stage is determined, the facilitator guides them to prepare for the CEO Pitch The assessment rubric for the CEO Pitch uses the same criteria as the interview stage. However, during the CEO Pitch, candidates are required to prepare their material in a presentation format. This session is conducted openly (3–5 minutes per candidate) in front of the class with 2–3 panel judges and all students present, followed by a Q&A session (3–5 minutes per candidate) involving the entire class. Panel judges may include the school principal, entrepreneurship teachers, and other relevant educators.
4	<p>Voting and CEO Selection</p> <ol style="list-style-type: none"> After all candidates have presented their visions and missions, the facilitator and judges use the prepared rubric to assign scores. The facilitator distributes the CEO Voting Form to students and judges, ensuring participation from everyone, including the CEO candidates themselves. Students and judges are advised to vote for the candidate they believe is the most competent to lead the chosen business. Once all votes are collected, the facilitator counts the ballots and announces the selected CEO for the company.

REFERENCE

TASK TEMPLATE

- CEO Pitch Rubric - [LINK](#)