
Student

Harvard Business Review comprehension questions

Time: *Approximately 20-30 minutes*

1. Read the title

- Try to predict the content of lecture
- Write down key terms / ideas
- Check key vocabulary using a dictionary

Try to listen ONLY two times

Three types of lesson

Lesson#1: [hard]

1. Listen once – take notes
2. 2 minutes to tidy notes
3. Listen again and add to notes (use a different colour pen).
4. Answer questions – set 5-10 minutes to answer.
5. Check answers
6. Listen again to check answers

Lesson #2: [medium]

1. Listen once – take notes.
2. Answer questions: 5-10 minutes
3. Listen again – answer the questions as you listen
4. Check answers
5. Listen again to check answers

Lesson #3: [easier]

1. Read questions – highlight key terms
2. listen once and answer questions
3. 5 minutes to tidy notes
4. Listen again answer missed questions
5. Check answers
6. Listen again to check answers

Teacher

Harvard Business Review comprehension questions

Lesson Plan

Aim: *to develop the students' ability to listen to a 3-minute lecture, to take notes and then use those notes to answer a range of open comprehension questions types.*

Lesson Time: *Approximately 20-30 minutes*

Lesson Plan

1. Lead in

- Ask Students to discuss the 'title' and predict the content of lecture
- Ask students to write down key terms / language from discussion
- Feed in / check key vocabulary

Three types of lesson

Lesson#1: [hard]

1. Students listen once – take notes
2. Give 3-5 minutes to tidy notes
3. Listen again and add to notes (use a different colour pen).
4. Give out questions – set 10 minutes to answer.
5. Feedback answers (give out answers or go through on board)

Lesson #2: [medium]

1. Students listen once – take notes.
2. Give out questions: Set 5 minutes for students to answer questions from notes
3. Listen again – students answer the questions as they listen
4. Give extra 5 minutes to consolidate answers
5. Feedback answers (give out answers or go through on board)

Lesson #3: [easy]

1. Give out questions - students have up to 5 minutes to look at questions
2. Students listen and answer questions
3. Give 3 minutes to tidy notes
4. Students listen again – check answers and answer questions missed
5. 5 minutes to tidy answers
6. Feedback answers (give out answers or go through on board)

Aligning strategy and sales

Harvard Business Review: <https://www.youtube.com/watch?v=kbp-Rytdtr0>

Date: 2012 / Author: Frank Cespedes [Harvard Business School] / Time: 3:23

Introduction

i) Even if you have a solid and coherent strategy implementing it isn't e_____
ii) A core key to success in implementation is aligning strategy and sales connecting h_____ your people sell with w_____ your business wants to achieve.

___ / 3

1. _____

iii) Three key areas to understand	<ul style="list-style-type: none">
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iv) Value is created or destroyed out there in the m_____ place NOT in c_____ rooms or offsite strategy meetings
--

___ / 6

2. _____

v) What do your sales people need to be good at?	
vi) Surprisingly,	
vii) What do companies tell sales teams?	
viii) The essence of strategy is...	

___ / 5

3. _____

ix) Hire	<i>people with the correct skills / hire right people</i>
x) Training	
xi) Sales managers	
xii) Behaviours	

___ / 4

4. _____

xiii) communicate and...	<i>coordinate with your team</i>
xiv) gather..	
xv) senior executives	
xvi) strategies fail from...	

___ / 4

Summary

xvii) Improve your c_____ for a successful implementation by aligning strategy and sales. Linking your g_____ with what actually happens in the f_____. Remember a d_____ is a dangerous place to view the world especially the sale world.

___ / 4

Overall Score: ___ / 26

Aligning strategy and sales **ANSWERS**

Date: 2012 / Author: Frank Cespedes [Harvard Business School] / Time: 3:23

Introduction

- | |
|---|
| i) Even if you have a solid and coherent strategy implementing it isn't easy |
| ii) A core key to success in implementation is aligning strategy with sales connecting how your people sell with what your business wants to achieve. |

___ / 3

1. Understand externals

iii) <i>Three key areas to understand</i>	<ul style="list-style-type: none"> Industry Market Customer and account segments
iv) Value is created or destroyed out there in the market place NOT in conference rooms or offsite strategy meetings	

___ / 6

2. Determine sales tasks

v) What do your sales people need to be good at?	Deliver value but also extract value with customer
vi) Surprisingly,	not many companies can answer that questions specially
vii) What do companies tell sales teams?	Go forth and multiple - sell to anyone who will buy
viii) the essence of strategy	being excellent at certain things that your competitors can't duplicate

___ / 5

3. Ensure sales activities support tasks

ix) Hire	<i>people with the correct skills / hire right people</i>
x) Training	Provide correct training and training can deliver quick and high returns.
xi) Sales managers	Take performance reviews seriously
xii) Behaviours	Reinforce behaviour through communication

___ / 4

4. Recognise this is a leadership issue

xiii) communicate and...	<i>coordinate with your team</i>
xiv) gather..	information from the field
xv) senior executives	executives speak to customers (who, where, why?)
xvi) strategies fail from...	poor execution

___ / 4

Summary

- | |
|---|
| xvii) Improve your chances for a successful implementation by aligning strategy and sales. Linking your goals with what actually happens in the field . Remember a desk is a dangerous place to view the world especially the sale world. |
|---|

___ / 4

Overall Score: ___ / 26