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

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-Ryttr0

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.

1. ____________________________________________

iii) Three key areas to understand

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•
•

iv) Value is created or destroyed out there in the m__________ place NOT in c__________ rooms or offsite strategy meetings

2. ____________________________________________

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

3. ____________________________________________

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

4. ____________________________________________

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

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.

Overall Score: ___ / 26
Aligning strategy and sales **ANSWERS**

**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.

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**1. Understand externals**

iii) Three key areas to understand

- Industry
- Market
- Customer and account segments

iv) Value is created or destroyed out there in the market place NOT in conference rooms or ofsite strategy meetings

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**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

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**3. Ensure sales activities support tasks**

ix) Hire people with the correct skills / hire right people

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

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**4. Recognise this is a leadership issue**

xiii) communicate and… coordinate with your team

xiv) gather.. information from the field

xv) senior executives executives speak to customers (who, where, why?)

xvi) strategies fail from… poor execution

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**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.

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**Overall Score:** ____ / 26