

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://youtu.be/Qo9VW1Ti9fU>

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) <i>Three key areas to understand</i>	<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