

## EXERCISES

**Exercise 1:** Complete the sentences with the appropriate business buzzword from the list:

1. Our company's \_\_\_\_\_ involves leveraging our core competencies to achieve synergy in our operations.
2. Before making any decisions, let's get everyone \_\_\_\_\_ so we're all on the same page.
3. We need to brainstorm and \_\_\_\_\_ to come up with innovative solutions for this project.
4. Can you give me a quick \_\_\_\_\_ on the budget for the upcoming quarter?
5. It's important to conduct a \_\_\_\_\_ to ensure our strategies align with market realities.

**Exercise 2:** Match each business buzzword with its corresponding definition or context:

Synergy      Paradigm shift      Core competency      Reality check      Touch base

- 1) A fundamental strength or expertise of a company. \_\_\_\_\_
- 2) A significant change in the way things are done or viewed. \_\_\_\_\_
- 3) Assessing a situation realistically. \_\_\_\_\_
- 4) Communicating briefly or making contact. \_\_\_\_\_
- 5) The combined effect of collaboration that produces a greater result than the sum of individual efforts. \_\_\_\_\_

**Exercise 3:** Identify the business buzzword being described in each scenario:

1. When a company focuses on its unique strengths and abilities to gain a competitive advantage.  
a. Reality check
2. A sudden, transformative change in industry norms or practices.  
b. Win-win situation
3. Confirming the practical aspects of a situation or plan.  
c. Core competency
4. Collaborating effectively to achieve mutually beneficial outcomes.  
d. On the same page
5. Ensuring that everyone involved has the same understanding and perspective.  
e. Paradigm shift

**Exercise 4:** Choose the best strategy for each scenario from the options provided:

1. Situation: Your team needs to optimize resources and increase efficiency in project delivery.  
A) Synergy B) Streamline C) Reality check D) Touch base
2. Situation: Your company is facing stiff competition and needs to adopt new approaches to stay ahead in the market.  
A) Value proposition B) Paradigm shift C) Win-win situation D) Best practice
3. Situation: You're tasked with improving communication and alignment among various departments within your organization.  
A) 360-degree feedback B) Core competency C) Think outside the box D) Touch base
4. Situation: Your company wants to expand its customer base while maintaining profitability and customer satisfaction.  
A) Leverage B) Game plan C) Touch base D) Best practice
5. Situation: You're preparing to launch a new product and want to ensure that all stakeholders understand the goals and objectives clearly.  
A) On the same page B) Reality check C) Win-win situation D) Think outside the box