

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:

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| 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