

Imagination

Think about a marketing campaign that you will implement with no budget.



Investment

In 40 seconds try to convince a donor to invest in your company.



Emotions

Mention 3 things/people that inspire you and keep you motivated.



Imagination

One of your employees has habits that disturb you. While you would like to let him/her know about it, you also don't want to lose a valuable staff member. Suggest ways to solve the problem.



Management

Name ways of non-monetary motivation for your employees.



Management

What would you do if your employees had given you an ultimatum: "Pay raise, or we quit"?



Business Strategy

Name 5 things that are necessary for a successful business.



Business Strategy

Keeping SWOT analysis technique in mind, name 2 factors from each category that relate to your company.



Business Strategy

Name 2 types of companies you could have a strategic partnership with.



Competition

Do you have any direct or indirect competitors?

Direct competitors with the same product or service, indirect competitors with a different product but for the same need.



Company Culture

Make up 2 traditions for your employees, as elements of corporate culture.



Marketing

Figure out completely new ways of selling your product or offering your service.



Effective Employee

One of your employees is constantly showing excellent performance. However, the employee does not have communication skills and triggers conflicts with other departments. As the head of the company, describe your actions.



Imagination

If a zombie apocalypse arises, what would your company do? Redesign your business strategy to reflect these conditions.



Value Proposition

What problem does your product/service solve (customer pain)? What is required to satisfy customers' needs? What is the value added?





Tasks



Tasks



Tasks



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