

Business Strategy

A DIGITAL DISCOVERY LESSON

What Businesses Do
to Reach Their Goals

Editable
Interactive Slides
Real-World Business
Examples

A Google Slides file
that easily converts
to PowerPoint

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP Intro Digital Activity

What's included?

- ✓ **14-slides** Google Slides lesson (converts easily to PowerPoint)
- ✓ **Teacher's Key**
- ✓ Interactive Student Response Activities
- ✓ Business Strategy Examples
- ✓ PACED Decision-Making activity
- ✓ Strategy vs. Tactics Practice
- ✓ ROI and Cost-Benefit Analysis Examples
- ✓ Critical-Thinking Discussion Prompts
- ✓ Student Reflection Questions

Business Strategy

Great for In Person, Sub Day, or Virtual

How Businesses Use Data to Build Strategy

Businesses Track Data to Build Strategy

Businesses collect information such as:

- Customer opinions
- Sales numbers
- Competitor prices
- Shopping trends

Examples:

- Dunkin' tracks which drink sells best
- Nike watches sneaker trends on social media
- Target studies what products teens buy most



Data helps businesses decide what to sell, improve, or change.

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Question:

“What data do you think Tik Tok tracks about users?”



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Interactive Slides
Students answer
prompts in the
slides

Strategy vs. Tactics

Strategy vs. Tactics

Strategy and Tactics Work Together

Examples:

Nike Strategy: Build a strong athletic brand

Nike Tactics:

- Sponsor athletes
- Release limited edition shoes
- Advertise on social media

Simple Analogy:

- Strategy = winning the game
- Tactics = the plays used during the game

Strategy	Tactics
Big overall plan	Small actions used to carry out the plan
Long-term focus	Short-term steps

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Interactive Slides
Identify
the business
strategy

Can You Identify the Strategy?

Decide the strategy for each company

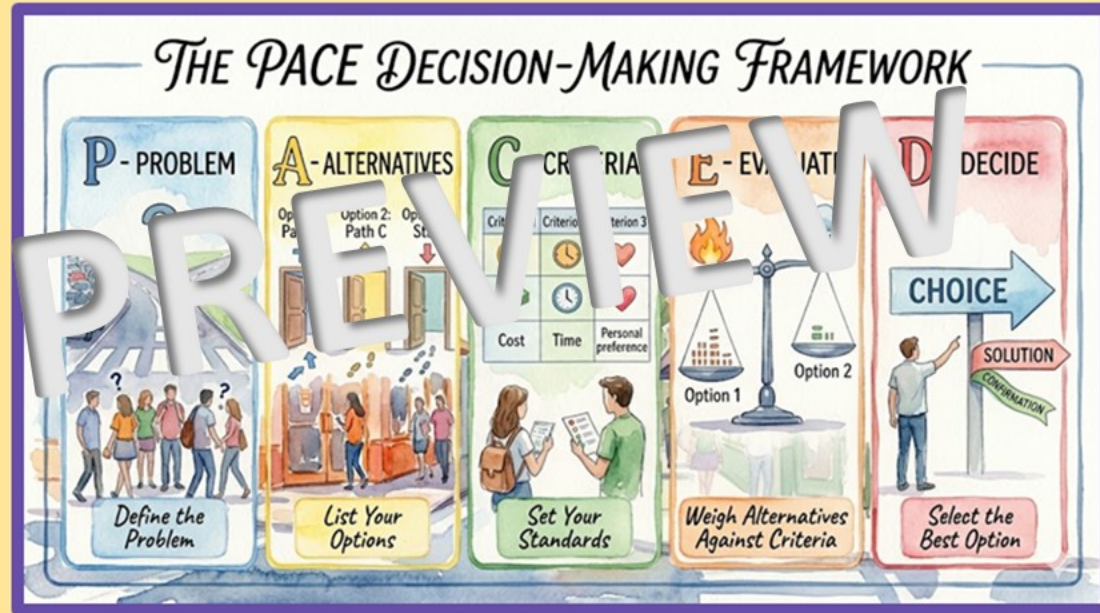
Company	Possible Strategy
Example: McDonald's	Fast, affordable food
Target	
Starbucks	
Dunkin'	
Nike	

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The PACED Decision Model

The PACED Decision-Making Model

Businesses can use a tool like 'PACED' to help with the decision making process.



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Interactive Slides

Use PACED
for a fast-food
restaurant, gaming
console, or sneaker
brand

Use PACED to choose:

A fast-food restaurant A gaming console A sneaker brand

P - PROBLEM	A - ALTERNATIVES	C - CRITERIA	E - EVALUATION	D - DECIDE

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Return on Investment. Is it worth it?

Businesses Think About ROI (Return on Investment)

Is It Worth the Money?

Define ROI Simply:

ROI = "Did we make enough money compared to what we spent?"

Example:

Dunkin' spends:

- \$100,000 on a new drink campaign

If profits increase by:

- \$500,000

Then the investment was worth it.



"If you spend \$20 selling candy at school and make \$80, your ROI is good."

Businesses want the biggest payoff for their money

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Interactive Slides
Student Reflection

Questions:

1. What does PACED stand for?

1. Why do businesses compare costs and benefits?

1. What does ROI mean in simple words?

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14 Slides included

What Is Business Strategy?

The Game Plan for Success

A strategy is a plan to help a business reach goals.

Businesses use strategy to:

- Increase profits
- Beat competitors
- Attract customers
- Lower costs

Real-World Examples:

- **Nike** → focuses on brand image and athlete partnerships
- **Starbucks** → focuses on customer experience and premium drinks



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- **Starbucks** studies what products teens buy most

Question:

"What data do you think Tik Tok tracks about users?"



Strategy Helps Businesses Reach Goals

A Clear Strategy Keeps Businesses Focused

A strong strategy helps businesses:

- Stay organized
- Use money wisely
- Train employees
- Reach goals faster

Example:

Starbucks Strategy

- Goal: Create a relaxing coffee shop experience
- Actions:
 - Comfortable seating
 - Mobile ordering
 - Reward app



Strategy vs. Tactics

Strategy and Tactics Work Together

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Strategy	Tactics
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Can You Identify the Strategy?

Decide the strategy for each company.

Company	Product	Strategy
Example 1	Fast food	Fast food
Example 2	Fast food	Fast food
Target		

Businesses Make Big Decisions Every Day

How Businesses Make Smart Decisions

Businesses must decide things like:

- Should we open a new store?
- Should we raise prices?
- Should we launch a new product?
- Should we hire more workers?

"Think about choosing between an iPhone and an Android phone. You probably compared features, prices, and reviews before deciding."



Businesses Compare Costs and Benefits

When the Pros Outweigh the Cons

Compare:

- Money earned
- Money spent

- Brand reputation
- Customer reactions



Example:

Nike deciding whether to release a limited sneaker

Benefits:

- More hype
- Higher sales
- Brand excitement

The PACED Decision-Making Model

Businesses can use a tool called PACED to help with the decision making process.



Example:

Problem: Starbucks sales are dropping

Alternatives: New drinks, cheaper

prices, rewards program

Criteria: Cost, customer

Evaluate: Which option

Decide: Launch seasonal

Sometimes There Is No Perfect Decision

Businesses Must Decide With Limited Information

Businesses often:

- Don't know what customers will do
- Don't know future trends
- Must decide quickly

Example:

Target ordering too much inventory that customers no longer wanted.



Even smart businesses make mistakes because they cannot predict everything.

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1. Why do businesses compare costs and benefits?

1. What does ROI mean in simple words?

Google Slides that easily converts to PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

