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

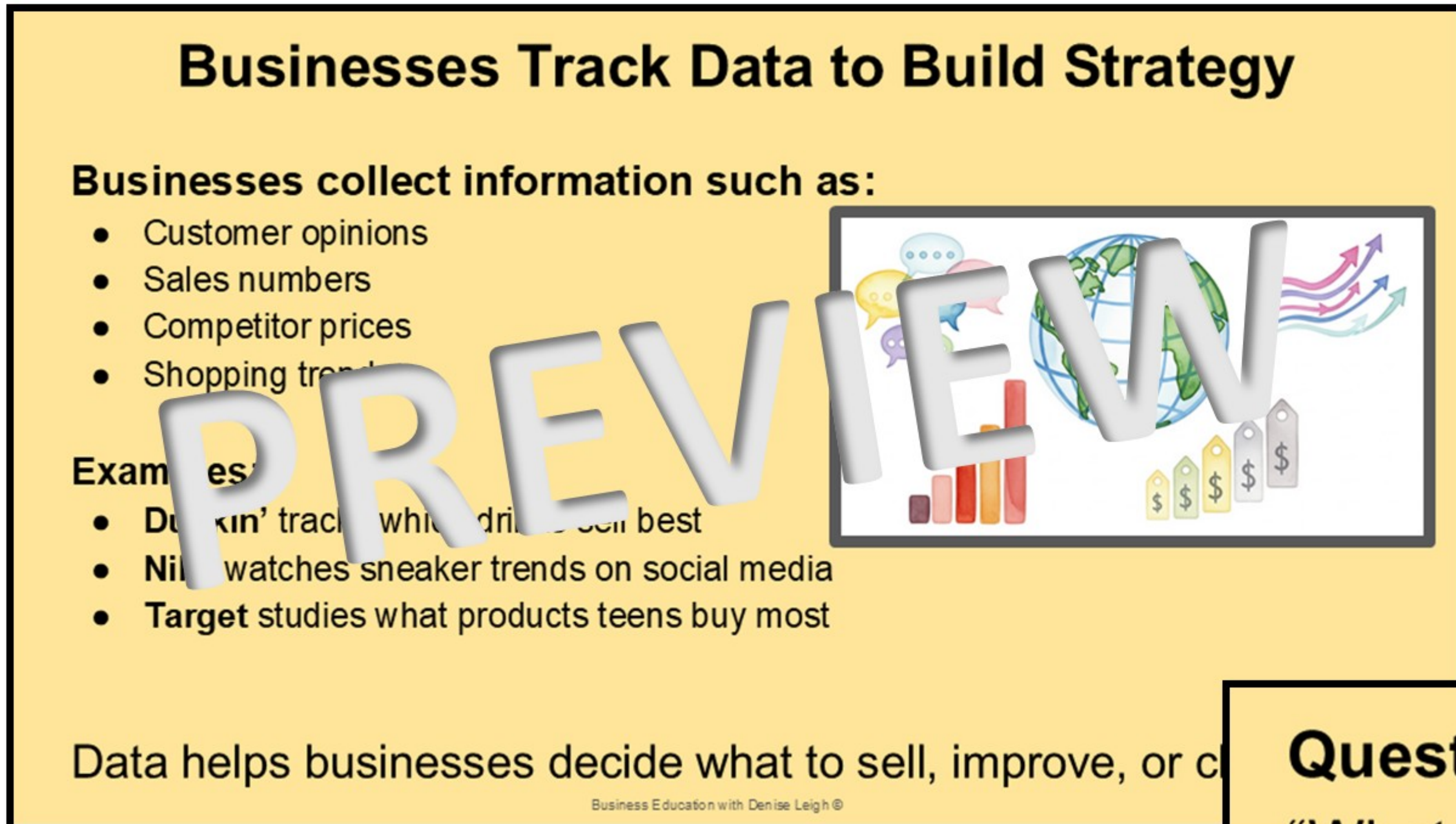
What's included?

- **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

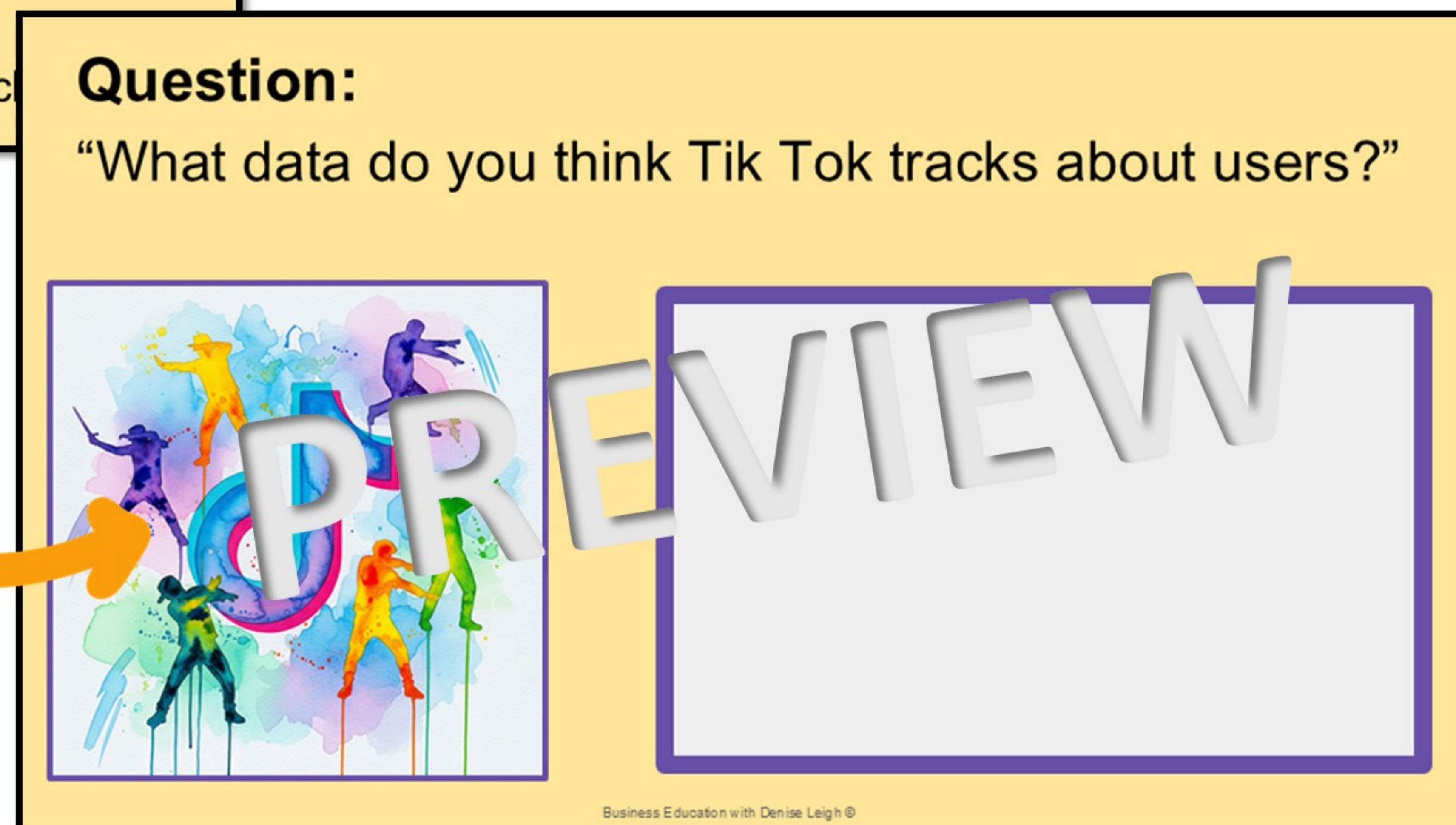
Great for In Person, Sub Day, or Virtual

How Businesses Use Data to Build Strategy



Interactive Slides

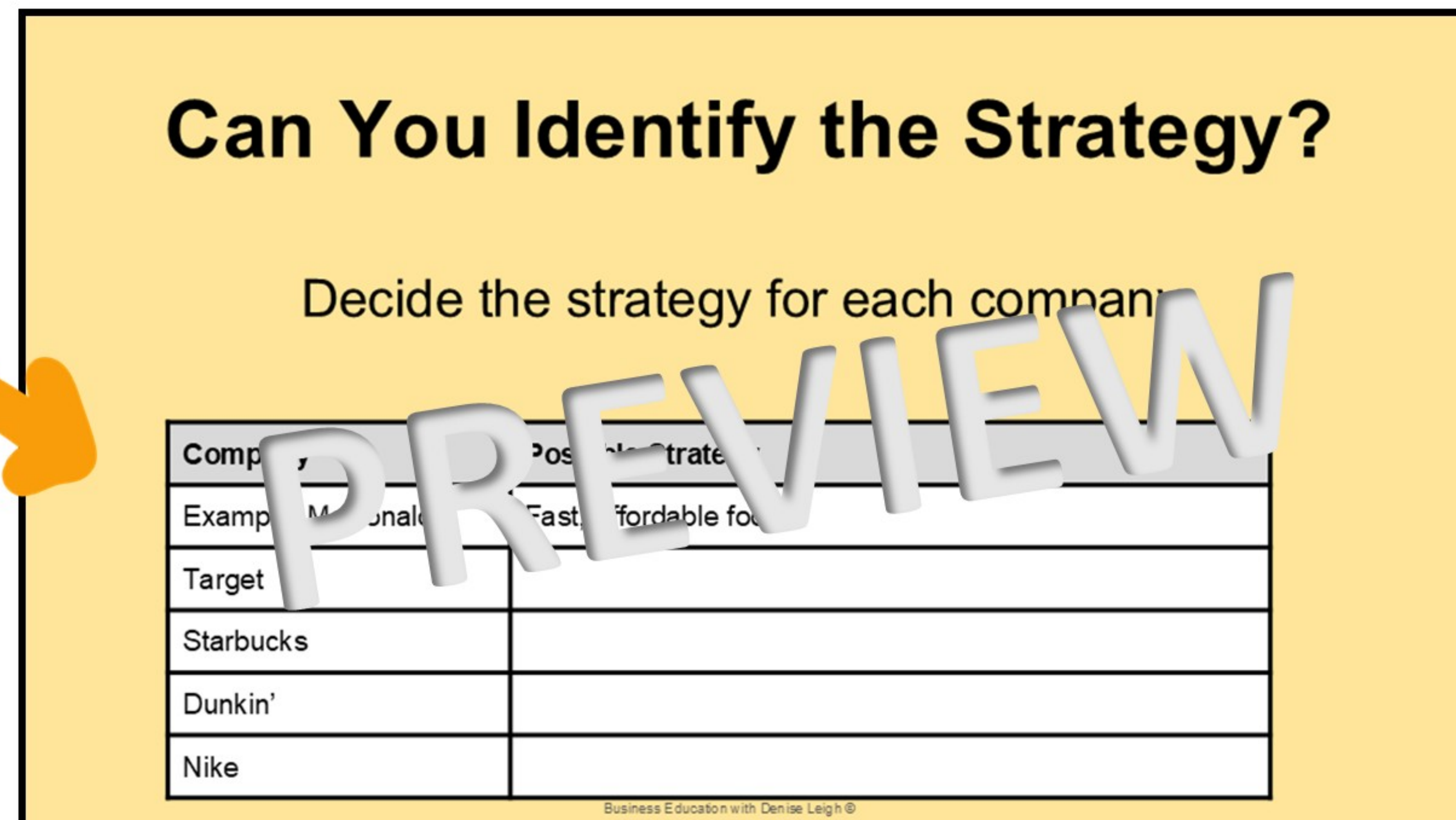
Students answer prompts in the slides



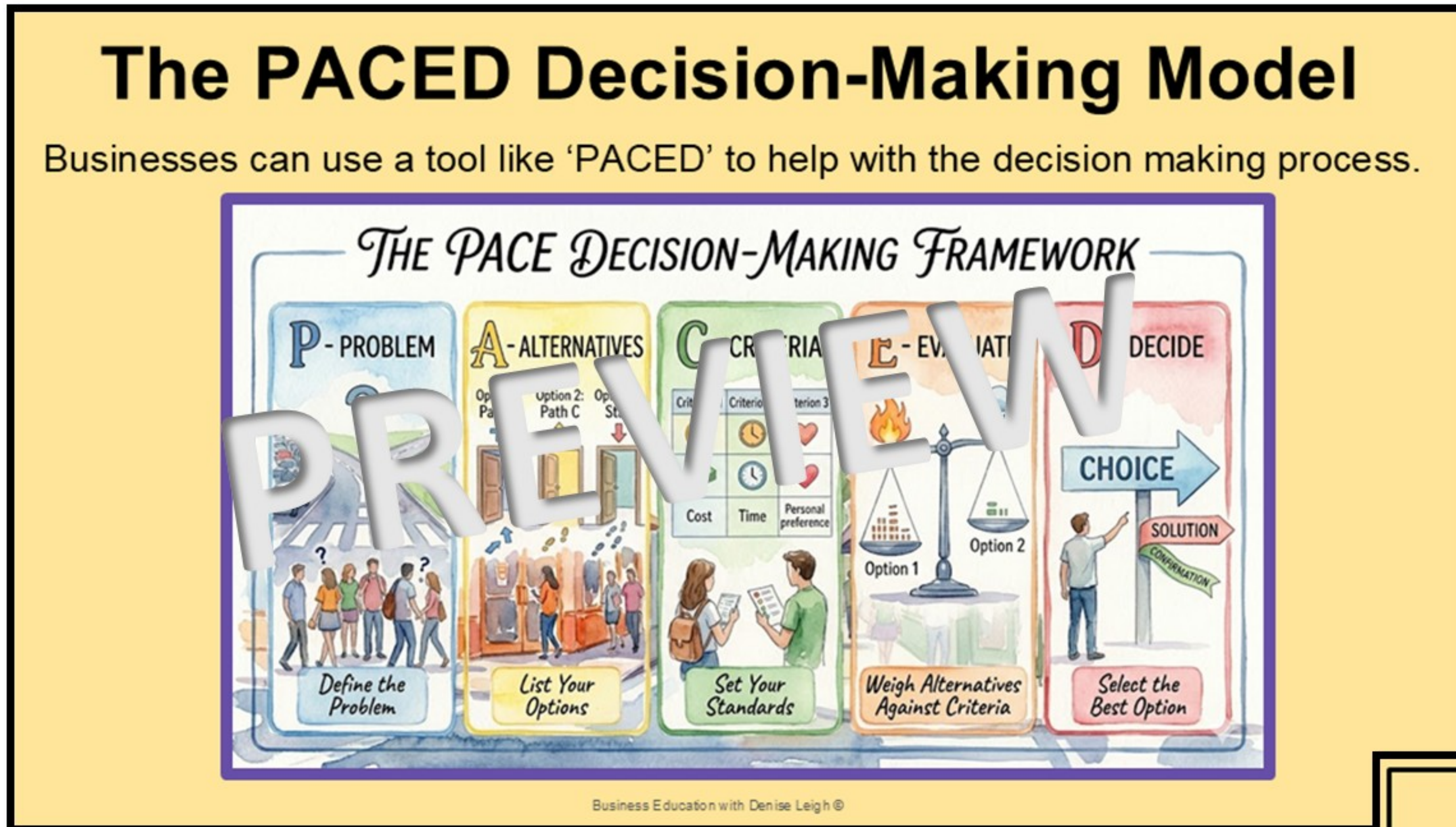
Strategy vs. Tactics

Interactive Slides

Identify the business strategy

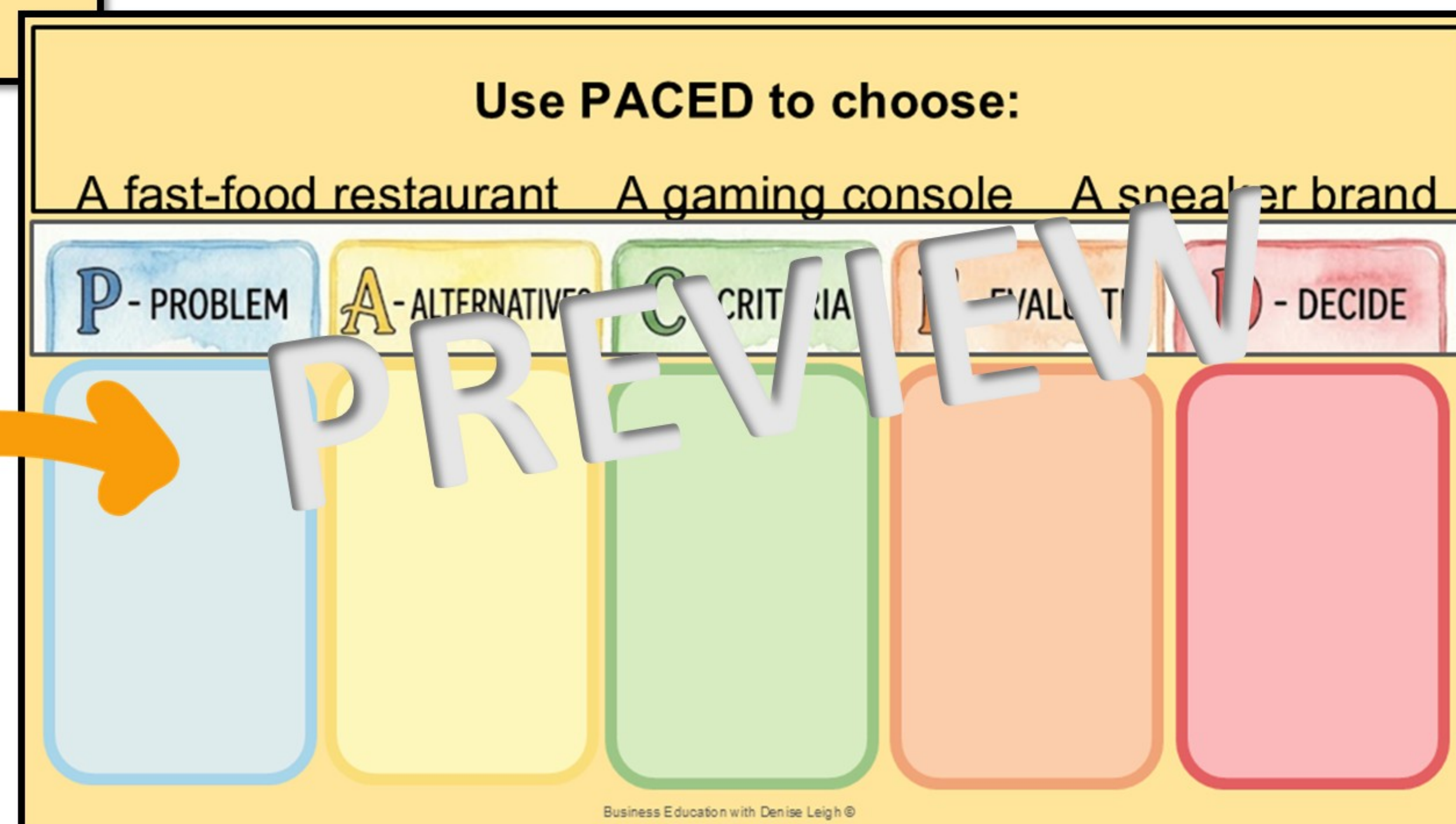


The PACED Decision Model



Interactive Slides

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



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 mone

Interactive Slides

Student Reflection

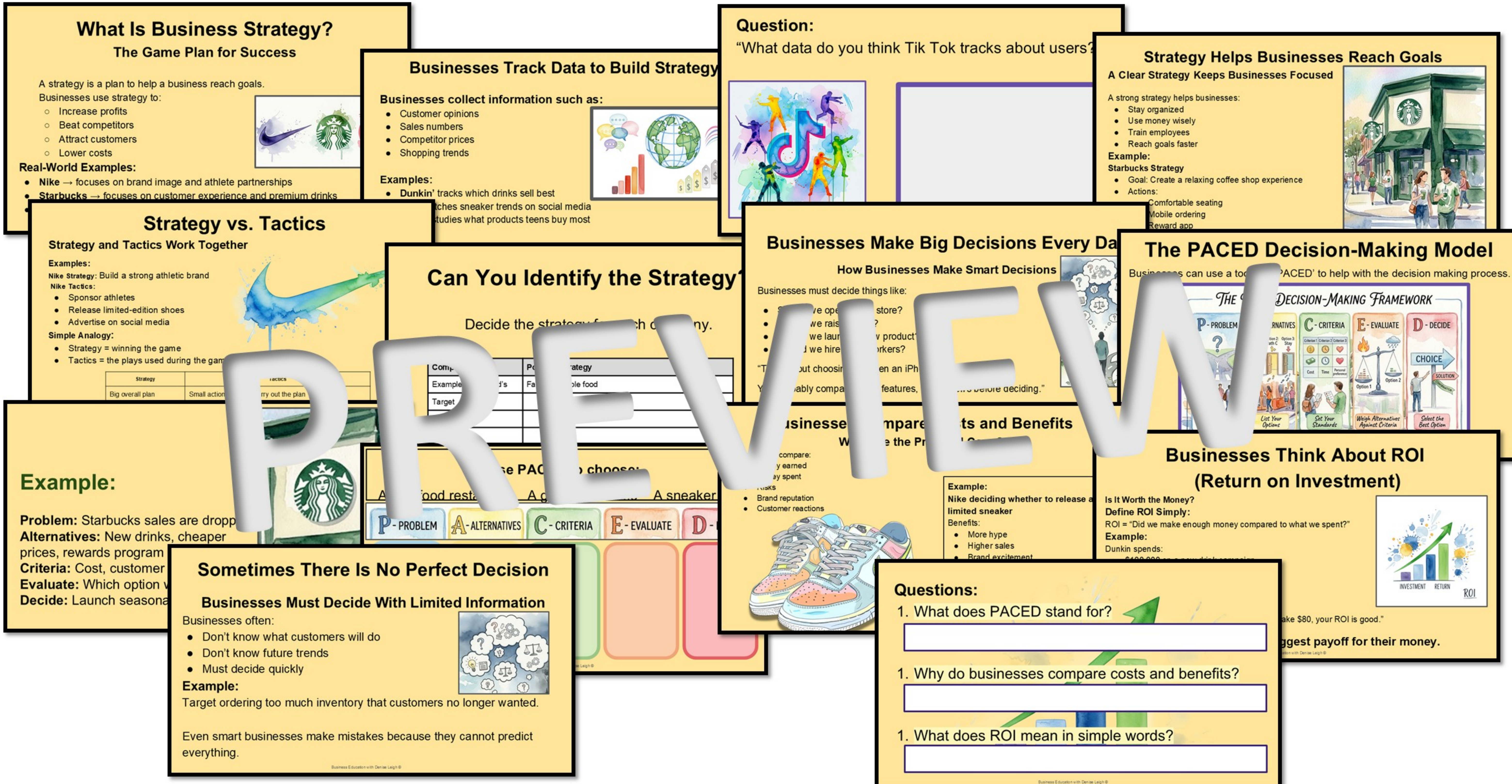
Questions:

1. What does PACED stand for?

1. Why do businesses compare costs and benefits?

1. What does ROI mean in simple words?

14 Slides included



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.