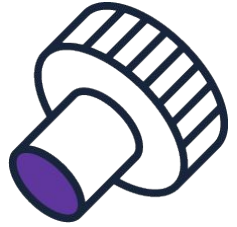


Vocabulary Workshop

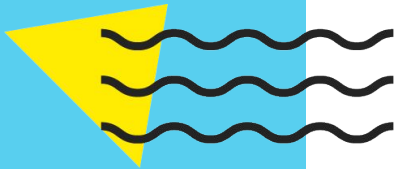
Uptick



Homework

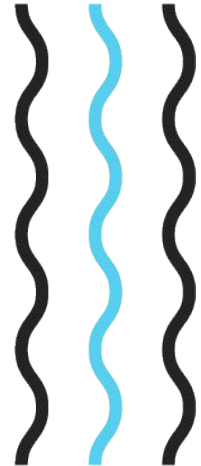
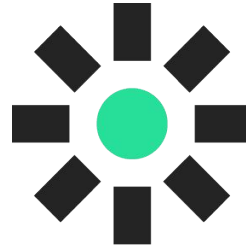


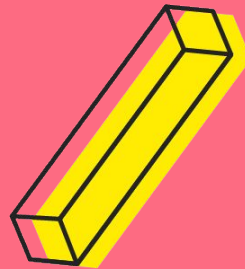
☑ **Reading:** 5 Myths About Strategy



Any questions about last week's Vocabulary Boost?

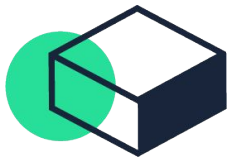
- Comprehensive
- From scratch
- To strive
- To make ends meet
- Cut out for
- Ahead of the curve
- To hit someone below the belt
- To have the upper hand
- To take things in stride
- To skate on thin ice





5 Myths About Strategy

by Stephen Bungay



Complete the sentences below with phrases from the box that appeared in the article.



1. A smart person can resist a big lie by looking at the evidence _____.
2. Myths are usually based on a _____ half-truth, and they do not immediately lead you astray if you start to act on them.
3. We _____ myths in most realms of human endeavor, and the discipline of strategic thinking is no exception.
4. Reports of the death of competitive advantage are vastly _____.
5. The competitive advantages of Amazon, Alphabet, Apple, Facebook, and Microsoft are so massive, and the barriers to overcoming them so high, that public discussion of them _____ the use of regulation to break them up to reduce their power.
6. _____ firms – especially start-ups – are always turning on a dime and they certainly don't seem to be following any kind of plan.
7. The endless possibilities are _____ but also confusing.
8. Be _____ for the emergence of unexpected events at the customer interface that point to opportunities that can be deliberately exploited.

exaggerated

agile

encounter

at hand

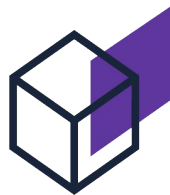
revolves around

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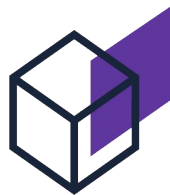
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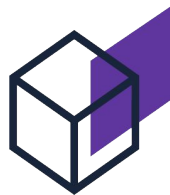
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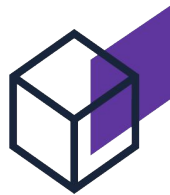
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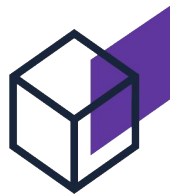
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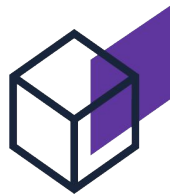


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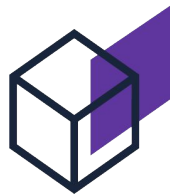
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Match the terms (1-8) to their meanings (a-h).

- | | |
|-------------------|---|
| 1. At hand | a) to meet someone unexpectedly or to experience something (usually unpleasant). |
| 2. Plausible | b) to have someone or something as the main or most important interest or subject. |
| 3. Encounter | c) happening or present at this time. |
| 4. Exaggerate | d) to make something seem larger, more important, better, or worse than it really is. |
| 5. Revolve around | e) causing you to feel excited and happy. |
| 6. Agile | f) seeming likely to be true, or able to be believed. |
| 7. Exhilarating | g) able to deal with new situations or changes quickly and successfully. |
| 8. On the lookout | h) to search for something or someone. |



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| 3. Encounter | c) happening or present at this time.
<i>Please stay focused on the task at hand.</i> |
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| 6. Agile | f) seeming likely to be true, or able to be believed.
<i>I thought her explanation was completely plausible.</i> |
| 7. Exhilarating | g) able to deal with new situations or changes quickly and successfully. |
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Match the terms (1-8) to their meanings (a-h).

- | | |
|-------------------|--|
| 1. At hand | a) to meet someone unexpectedly or to experience something (usually unpleasant).
<i>This is the first time I have encountered sexism at work.</i> |
| 2. Plausible | b) to have someone or something as the main or most important interest or subject. |
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| 4. Exaggerate | d) | to make something seem larger, more important, better, or worse than it really is.
<i>I'm not exaggerating - it was the worst meal I've ever eaten in my life.</i> |
| 5. Revolve around | e) | causing you to feel excited and happy. |
| 6. Agile | f) | seeming likely to be true, or able to be believed. |
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|-------------------|----|--|
| 1. At hand | a) | to meet someone unexpectedly or to experience something (usually unpleasant). |
| 2. Plausible | b) | to have someone or something as the main or most important interest or subject.
<i>The conversation revolved around childcare problems.</i> |
| 3. Encounter | c) | happening or present at this time. |
| 4. Exaggerate | d) | to make something seem larger, more important, better, or worse than it really is. |
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| 8. On the lookout | h) | to search for something or someone. |

Most agile corporations have flexible management systems that can quickly accommodate global change and exploit opportunities.



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| 5. Revolve around | e) | causing you to feel excited and happy.
<i>Public speaking doesn't have to be scary.
It can actually be fun and exhilarating.</i> |
| 6. Agile | f) | seeming likely to be true, or able to be believed. |
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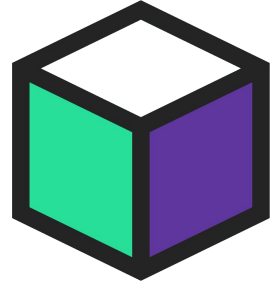
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| 7. Exhilarating | g) | able to deal with new situations or changes quickly and successfully. |
| 8. On the lookout | h) | to search for something or someone.
<i>I'm always on the lookout for interesting new projects.</i> |



The 5 Myths

We will now go over the five myths about strategy that the author mentions in the article. For each myth, answer the following three questions:

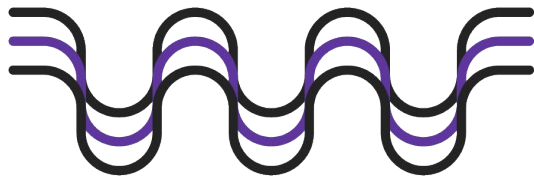
- Why's it plausible?
- Why does the author think it's a myth?
- Do you agree or disagree with the author's point of view?

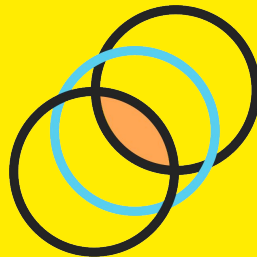




Myth 1:

Strategy is about the long-term

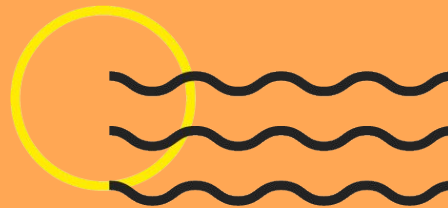




Myth 2:

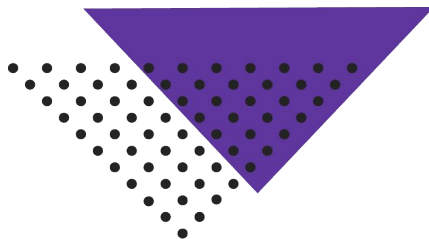
Disruptors change strategy all the time

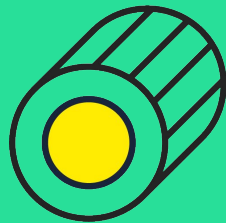




Myth 3:

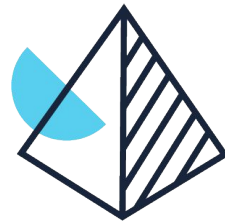
Competitive advantage is dead

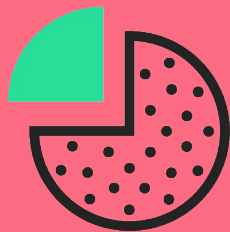




Myth 4:

You don't really need a strategy;
you just need to be agile

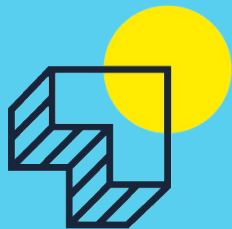




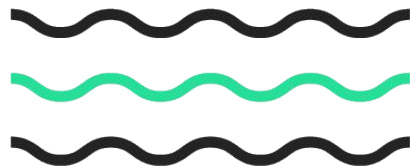
Myth 5:

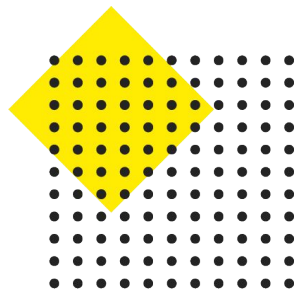
You need a digital strategy





Any other thoughts
regarding the article?





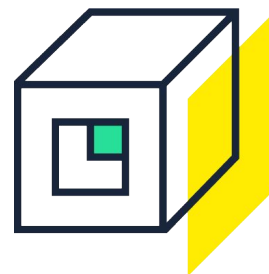
Come prepared for our next lesson:

- ☐ **Grammar:** Watch the following video in *Module 3: Adjectives and Adverbs*
 - ☐ Adverbs



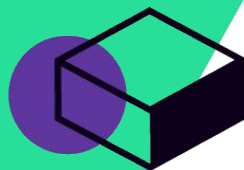


What do we have
in store for our
next lesson?





Thank
You



Uptick

