**Practice Prompts – Enterprise Strategy Focus**

**Strategic Planning & Analysis**

* **Generate a SWOT analysis** for Pearson’s online proctoring services in the context of expanding into emerging markets.
* **Draft a strategic roadmap** for launching a new certification program in partnership with a global tech company. Include phases, milestones, and KPIs.
* **Write an executive summary** of a market trend report on digital learning platforms. Highlight implications for Pearson’s strategic positioning.
* **Create a competitor benchmarking table** comparing Pearson’s test delivery capabilities with two major competitors. Include metrics like scalability, security, and global reach.

**Business Intelligence & Growth**

* **Analyze historical exam volume data** and identify regions with the highest growth potential. Suggest three strategic initiatives to capitalize on these trends.
* **Draft a business case** for investing in AI-driven candidate support tools. Include projected ROI, risk factors, and alignment with Pearson’s strategic goals.
* **Generate talking points for a strategy meeting** focused on diversifying Pearson’s client base beyond traditional certification providers.
* **Write a proposal for a strategic partnership** with a government agency to deliver workforce development assessments. Emphasize mutual benefits and long-term impact.

**Cross-Functional Strategy Collaboration**

* **Draft a memo to the product team** outlining strategic priorities for the next fiscal year based on market research and client feedback.
* **Create a slide deck outline** for presenting Pearson’s strategic vision to a potential investor. Include sections on innovation, global expansion, and competitive advantage.
* **Write a summary of strategic risks** associated with expanding test center operations in politically unstable regions. Include mitigation strategies and contingency planning.