

# Corporate Strategy Alignment Meeting

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## 1. Role-Play Dialogue (Approximately 10 minutes)

### Characters:

- **CEO**
- **CFO**
- **Head of Marketing**

**Setting:** A corporate strategy alignment meeting discussing the company's future direction and departmental coordination.

### Dialogue:

**CEO:** Thank you all for joining this strategy alignment meeting. As we move forward, it's essential that our divisions work in sync. If we align our strategies, then we could achieve our common goals more effectively.

**CFO:** Absolutely. Our financial projections indicate that if we optimize our budget allocation, then we can enhance investment in high-growth areas. However, this requires close coordination with the marketing and operations teams.

**Head of Marketing:** I agree. If we synchronize our marketing efforts with the company's strategic objectives, then we will see greater customer engagement and brand loyalty. However, we need clear guidance on prioritization.

**CEO:** That's a key point. If all departments integrate their efforts, then we can maximize efficiency and drive sustainable growth.

**CFO:** One concern is resource management. If we don't set clear KPIs, then it will be difficult to measure our progress accurately.

**Head of Marketing:** That's why cross-functional collaboration is crucial. If we hold regular strategy review meetings, then we can ensure all teams stay on track and address challenges proactively.

**CEO:** Excellent. Let's finalize our strategic roadmap and ensure seamless execution.

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## **2. Comprehension Questions and Sample Answers (Approximately 5 minutes)**

**1. What is the main goal of the strategy alignment meeting?**

*The main goal is to ensure all divisions work in sync to achieve common corporate objectives.*

**2. What concern does the CFO raise during the discussion?**

*The CFO is concerned about resource management and the need for clear KPIs to measure progress.*

**3. According to the Head of Marketing, what is necessary for achieving greater customer engagement?**

*Synchronizing marketing efforts with the company's strategic objectives will lead to greater customer engagement and brand loyalty.*

**4. What solution is suggested to keep all departments aligned?**

*Holding regular strategy review meetings to track progress and address challenges proactively.*

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## **3. Teacher's Lesson Points (Concise Version)**

### **Pre-Class Preparation:**

- Review key vocabulary: **strategy, alignment, common goals, synchronize, optimization, cross-functional collaboration, KPIs**
- Prepare to explain modal verbs (**could, would, should**) and conditionals (**If we..., then...**)

### **Lesson Flow:**

**1. Introduction (2–3 minutes):**

- Start with a brief discussion: *“How important is strategic alignment in a company?”*
- Introduce the lesson objectives: *“Today, we will learn how to discuss corporate strategy alignment professionally.”*

## **2. Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural speech flow.
- Highlight key grammar points (modal verbs, conditionals).

## **3. Comprehension Check (5 minutes):**

- Ask comprehension questions and provide immediate feedback.

## **4. Role-Play Practice (Remaining Time):**

- Assign roles (teacher as CEO, student as CFO or Head of Marketing).
- Encourage the student to use **target vocabulary and conditionals**.
- Adjust the scenario for additional practice.

## **5. Wrap-Up (2–3 minutes):**

- Summarize key vocabulary and grammar points.
- Assign a short homework task: *“Prepare a brief proposal on how your department would align its strategy with the company’s goals.”*