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INTERNET LINKS*:

[CALENDAR](#) [MBA HOME PAGE](#) [WORKBOOKS](#) [MBA OFFICE HOURS](#) [CLASS REPLAYS](#)

LINKS IN THIS DOCUMENT:

[TOPIC 1](#) [TOPIC 2](#) [TOPIC 3](#) [Exercise PG-1-4-1 for Topic 3**](#) [Exercise PG-1-4-3-2 for Topic 3](#)
[RESOURCES](#) [QUOTES](#) [HOMEWORK](#)

* If prompted for a password, use the password that was emailed to you.

PG-1-4-1 Means PG **SEMESTER 1 **CLASS 4** **TOPIC 3** EXERCISE 1

WORKBOOK FOR PERSONAL GROWTH SEMESTER #1 & CLASS #4 (ALSO CALLED PG-1-4***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [PG-1-4-1: WHAT TO BRING TO THE INTERVIEW TO INCREASE YOUR CHANCES OF GETTING HIRED \(PART 2\): "MAGIC TEMPLATES"](#) (We discuss templates #1 through 7)
- 2** [PG-1-4-2: HOW TO ANSWER ANY QUESTION YOU HAVE NO IDEA HOW TO ANSWER & USING STRATEGY FRAMEWORKS](#) (We discuss templates #8 through 12 and frameworks/crutches to use to nail your interviews/sales meetings)
- 3** [PG-1-4-3: WHAT YOU MUST KNOW ABOUT THE COMPANY INTERVIEWING YOU](#) (How to do deep due diligence/research on the company prior to your interview.)

Please have this workbook open during the PG-1-4*** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: "Does Anyone Have Any Questions?" You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in PG-1-4. If you can't watch this class live, then Chris' team will have an edited [replay](#) of the lesson online within one day after this class has ended.

TOPIC 1 OF 3: PG-1-4-1: What to Bring to The Interview to Increase Your Chances of Getting Hired (Part 2): “Magic Templates”

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

TEMPLATES 1-7 FROM TOPIC 1:

Please go to this web page to access templates 1-7 (shown below) in PowerPoint and in PDF format: www.harounventures.com/pg-1-4

Template #1: Interviewing for an Investment Job Template*:

Investment Idea: [Insert Company Name] Target Price = [X]	
Investment Bottom Line: [Insert bottom line reason why this is a good investment. What you right here should be a 1-2 sentence summary of the qualitative and quantitative contents of this one-page write-up].	
Qualitative Analysis (Catalyst, Driver, Competition, Management and Risks)	
Catalyst & Driver: <u>Catalyst:</u> [A catalyst is a reason why the investment makes sense to do now. For example, if you are recommending an investment in a video game company, mention that their game will be released in 2 months.] <u>Driver:</u> [A driver is the main thing that makes the investment go up or down. For example, the price of oil if it's an oil company.]	Competition: <u>Competitor #1:</u> [Thoughts on competitor #1] <u>Competitor #2:</u> [Thoughts on competitor #2] <u>Competitor #3:</u> [Thoughts on competitor #3]
Management: <u>CEO:</u> [Thoughts on the CEO] <u>CFO:</u> [Thoughts on the CFO]	Risks to Making this Investment: <u>Risk #1:</u> [Thoughts on risk #1] <u>Risk #2:</u> [Thoughts on risk #2]
Qualitative Analysis Bottom Line: [Insert your qualitative analysis investment summary thoughts here...meaning why do you like this investment from a qualitative perspective?]	
Quantitative Analysis (T.A.M., Financials, Valuation and Target Price)	
Total Addressable Market and Financials: <u>T.A.M.:</u> [Insert the T.A.M. here] <u>Income Statement:</u> [Comment on revenue and earnings growth. Comment on organic growth. Comment on margin trends.] <u>Balance Sheet/Cash Flow Statement:</u> [Comment on cash, debt, etc.]	Valuation & Target Price: <u>Competition's Valuation:</u> [Mention the competition's valuation] <u>[Insert Company Name]'s Valuation:</u> [Mention the current valuation of the company.] <u>Target Price:</u> [List the target price and how you calculated the target price.]
Quantitative Analysis Bottom Line: [Insert your quantitative analysis investment summary thoughts here. You can mention what you think the investment is worth and why it is currently mispriced. You can also discuss any quantitative thoughts on the market or other quantitative topics here. If you have a financial model on the investment that you created, then if you want, mention here that you are happy to send the reader your model].	
Contact Details: [Insert your name, email address and phone number here]	

* Please note that you will be provided with much more sophisticated investment write-up templates once we cover more advanced finance and accounting classes during the MBA Degree Program. Thanks

Template #2: Interviewing for a Management or a Business Development Job Template:

Business Development Idea: [Insert Idea Name]	
Bottom Line: [Insert bottom line reason why this is a good idea.]	
<p><u>What</u> is the Idea?</p> <p>-[Insert the idea here using multiple bullet points]</p> <p>-[Insert the idea here using multiple bullet points]</p> <p>-[Insert the idea here using multiple bullet points]</p> <p>-[Insert the idea here using multiple bullet points]</p> <p>-[Insert the idea here using multiple bullet points]</p> <p>-[Insert the idea here using multiple bullet points]</p> <p>-[Insert the idea here using multiple bullet points]</p>	<p><u>Why</u> is this a Good Idea?</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p>
<p><u>When</u> Should the Idea be Implemented?</p> <p>-[Explain when here]</p> <p>-[Explain when here]</p> <p>-[Explain when here]</p> <p>-[Explain when here]</p> <p>-[Explain when here]</p>	<p><u>Where</u> to Implement the Idea (if Applicable)?</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p> <p>-[Explain why this is a good idea here]</p>
<p><u>How</u> to Implement the Idea?</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p> <p>-[Explain how here]</p>	<p><u>Risks</u> with the Idea?</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p> <p>-[Explain the risks here]</p>

Contact Details: [Insert your name, email address and phone number here]

Template #3: Interviewing for a Sales Job Template:

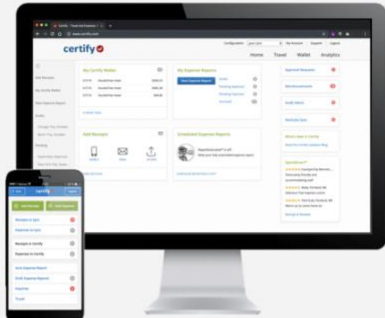
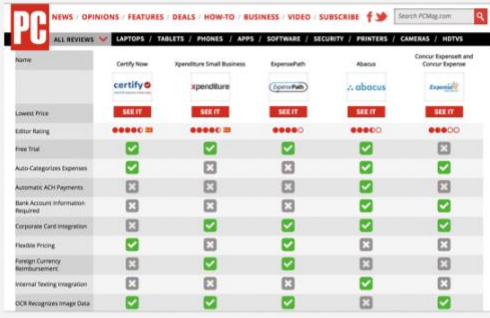
6 Sales Leads for: [Insert Product or Service Name]	
<p><u>Sales Lead #1:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospect Name: [INSERT NAME HERE] <input type="checkbox"/> Employer: [INSERT EMPLOYER HERE] <input type="checkbox"/> Phone Number: [INSERT # HERE] <input type="checkbox"/> Email: [INSERT EMAIL HERE] <input type="checkbox"/> LinkedIn/Bio: [INSERT BIO LINK HERE] <input type="checkbox"/> Meeting Date [INSERT DATE YOU MET] <input type="checkbox"/> How You Met: [INSERT HOW YOU MET] <input type="checkbox"/> Why This is a Lead: [INSERT WHY HERE] <input type="checkbox"/> What is Needed to Close this Lead: [INSERT CLOSING DETAILS HERE] <input type="checkbox"/> Additional Details on this Lead: [INSERT DETAILS HERE] 	<p><u>Sales Lead #2:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospect Name: [INSERT NAME HERE] <input type="checkbox"/> Employer: [INSERT EMPLOYER HERE] <input type="checkbox"/> Phone Number: [INSERT # HERE] <input type="checkbox"/> Email: [INSERT EMAIL HERE] <input type="checkbox"/> LinkedIn/Bio: [INSERT BIO LINK HERE] <input type="checkbox"/> Meeting Date [INSERT DATE YOU MET] <input type="checkbox"/> How You Met: [INSERT HOW YOU MET] <input type="checkbox"/> Why This is a Lead: [INSERT WHY HERE] <input type="checkbox"/> What is Needed to Close this Lead: [INSERT CLOSING DETAILS HERE] <input type="checkbox"/> Additional Details on this Lead: [INSERT DETAILS HERE]
<p><u>Sales Lead #3:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospect Name: [INSERT NAME HERE] <input type="checkbox"/> Employer: [INSERT EMPLOYER HERE] <input type="checkbox"/> Phone Number: [INSERT # HERE] <input type="checkbox"/> Email: [INSERT EMAIL HERE] <input type="checkbox"/> LinkedIn/Bio: [INSERT BIO LINK HERE] <input type="checkbox"/> Meeting Date [INSERT DATE YOU MET] <input type="checkbox"/> How You Met: [INSERT HOW YOU MET] <input type="checkbox"/> Why This is a Lead: [INSERT WHY HERE] <input type="checkbox"/> What is Needed to Close this Lead: [INSERT CLOSING DETAILS HERE] <input type="checkbox"/> Additional Details on this Lead: [INSERT DETAILS HERE] 	<p><u>Sales Lead #4:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospect Name: [INSERT NAME HERE] <input type="checkbox"/> Employer: [INSERT EMPLOYER HERE] <input type="checkbox"/> Phone Number: [INSERT # HERE] <input type="checkbox"/> Email: [INSERT EMAIL HERE] <input type="checkbox"/> LinkedIn/Bio: [INSERT BIO LINK HERE] <input type="checkbox"/> Meeting Date [INSERT DATE YOU MET] <input type="checkbox"/> How You Met: [INSERT HOW YOU MET] <input type="checkbox"/> Why This is a Lead: [INSERT WHY HERE] <input type="checkbox"/> What is Needed to Close this Lead: [INSERT CLOSING DETAILS HERE] <input type="checkbox"/> Additional Details on this Lead: [INSERT DETAILS HERE]
<p><u>Sales Lead #5:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospect Name: [INSERT NAME HERE] <input type="checkbox"/> Employer: [INSERT EMPLOYER HERE] <input type="checkbox"/> Phone Number: [INSERT # HERE] <input type="checkbox"/> Email: [INSERT EMAIL HERE] <input type="checkbox"/> LinkedIn/Bio: [INSERT BIO LINK HERE] <input type="checkbox"/> Meeting Date [INSERT DATE YOU MET] <input type="checkbox"/> How You Met: [INSERT HOW YOU MET] <input type="checkbox"/> Why This is a Lead: [INSERT WHY HERE] <input type="checkbox"/> What is Needed to Close this Lead: [INSERT CLOSING DETAILS HERE] <input type="checkbox"/> Additional Details on this Lead: [INSERT DETAILS HERE] 	<p><u>Sales Lead #6:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Prospect Name: [INSERT NAME HERE] <input type="checkbox"/> Employer: [INSERT EMPLOYER HERE] <input type="checkbox"/> Phone Number: [INSERT # HERE] <input type="checkbox"/> Email: [INSERT EMAIL HERE] <input type="checkbox"/> LinkedIn/Bio: [INSERT BIO LINK HERE] <input type="checkbox"/> Meeting Date [INSERT DATE YOU MET] <input type="checkbox"/> How You Met: [INSERT HOW YOU MET] <input type="checkbox"/> Why This is a Lead: [INSERT WHY HERE] <input type="checkbox"/> What is Needed to Close this Lead: [INSERT CLOSING DETAILS HERE] <input type="checkbox"/> Additional Details on this Lead: [INSERT DETAILS HERE]

Contact Details: [Insert your name, email address and phone number here]

Template #4: Interviewing for An Operations Job - Example 1 of 2 Template:

[Insert Product or Service Name Here. Example: Expense Tracking Optimization]

Bottom Line: [Insert bottom line reason why this is a good product or service to help to be more productive or cut costs, etc. For example. I tried this product over the weekend, and I think that a product called Certify is great because, according to X, it can save companies \$X per year. Please see the chart below comparing Certify to other products. I also tried out the product and I think that ...]

Product Website Address: <https://www.certify.com/ExpenseReportsMadeEasy.aspx>

Pros of Using the Product

- [Explain pro #1 here]
- [Explain pro #2 here]
- [Explain pro #3 here]
- [Explain pro #4 here]
- [Explain pro #5 here]

Cons of Using the Product

- [Explain con #1 here]
- [Explain con #2 here]
- [Explain con #3 here]
- [Explain con #4 here]
- [Explain con #5 here]

Competing Alternative 1: Enter thoughts on competing product or service #1.

Competing Alternative 2: Enter thoughts on competing product or service #2.

Competing Alternative 3: Enter thoughts on competing product or service #3.

Competing Alternative 4: Enter thoughts on competing product or service #4.

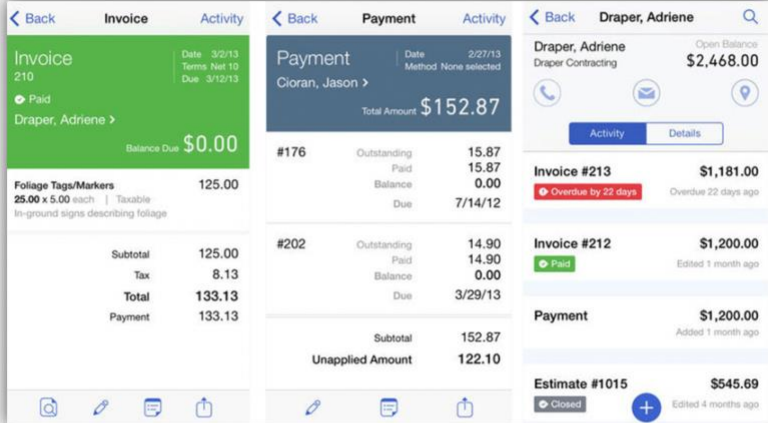
Competing Alternative 5: Enter thoughts on competing product or service #5.

Contact Details: [Insert your name, email address and phone number here]

Template #5: Interviewing for An Operations Job - Example 2 of 2 Template:

[Insert Product or Service Name Here. Example: Cloud Smart Phone Accounting]

Bottom Line: [Insert bottom line reason why this is a good product or service to help to be more productive or cut costs, etc. For example have tested cloud-based accounting software from a few different companies and QuickBooks for small to mid sized businesses is amazing because...]



Product Website Address: <https://quickbooks.intuit.com/>

<p>Pros of Using the Product</p> <ul style="list-style-type: none"> -[Explain pro #1 here] -[Explain pro #2 here] -[Explain pro #3 here] -[Explain pro #4 here] -[Explain pro #5 here] 	<p>Cons of Using the Product</p> <ul style="list-style-type: none"> -[Explain con #1 here] -[Explain con #2 here] -[Explain con #3 here] -[Explain con #4 here] -[Explain con #5 here]
--	--

Competing Alternative 1: Enter thoughts on competing product or service #1.

Competing Alternative 2: Enter thoughts on competing product or service #2.

Competing Alternative 3: Enter thoughts on competing product or service #3.

Competing Alternative 4: Enter thoughts on competing product or service #4.


Competing Alternative 5: Enter thoughts on competing product or service #5.

Contact Details: [Insert your name, email address and phone number here]

Template #6: Interviewing for an Assistant Job Template:


Virtual Assistant Idea for [Insert Company Name]


Bottom Line: [Insert bottom line reason why this virtual assistant idea makes sense...you can even paste article excerpts below etc....be creative and have fun with this!]





Link to the Fortune Article Shown Above: <https://fortune.com/2015/05/21/zirtual-virtual-assistant/>


Concern	zirtual	Hire Full-Time	Outsourced Tasks
Cost	\$449/mo	\$4,000/mo	\$200-\$1,000
Time to Start	Immediate	4-8 Weeks	1 Week
Replacement Effort	Easy: One Email	Difficult: New Hire	Difficult: New Hire
Training	Professionally Done	2-4 Weeks	None
Expertise	Diverse Skillsets	Specific to 1 Person	Specific to Contractor



Email Management
Organize and filter incoming emails, auto-responders, and alerts.



Personal Assistance
Personalize tasks, appointments, and scheduling.



Social Media Strategy
Develop and schedule posts, respond to comments, and manage analytics.



Marketing
Send and monitor social campaigns, create content, and monitor blog posts.



Scheduling
Monitor appointments, meetings, and upcoming events.



Event Planning
Research, book, and manage venues, vendors, tickets, and guest lists.



Travel Booking
Find flights, book hotels, flights, and cars, and organize itineraries.


Research
Do deep research for any project, report, or proposal.


Data Entry
Write, organize, and transfer data in multiple spreadsheets.


Invoicing
Prepare, issue, and track invoices for your business.


Executive Assistance
General task completion for busy executives & entrepreneurs.


Website Maintenance
Update and manage website through multiple CMS platforms.

Product Website Address:
<https://www.zirtual.com/>

Pros of Using the Product

- [Explain pro #1 here]
- [Explain pro #2 here]
- [Explain pro #3 here]
- [Explain pro #4 here]
- [Explain pro #5 here]

Cons of Using the Product

- [Explain con #1 here]
- [Explain con #2 here]
- [Explain con #3 here]
- [Explain con #4 here]
- [Explain con #5 here]

Competing Alternative 1: Enter thoughts on competing product or service #1.

Competing Alternative 2: Enter thoughts on competing product or service #2.

Competing Alternative 3: Enter thoughts on competing product or service #3.

Contact Details: [Insert your name, email address and phone number here]

TOPIC 1 TOPIC 2 TOPIC 3 RESOURCES QUOTES HOMEWORK

Page 8 of 30

Exercise PG-1-4-3-1 for Topic 3 Exercise PG-1-4-3-2 for Topic 3

Template #7: Interviewing for a Human Resources Job Template:

Human Resources Analysis of: [Insert Competitor....i.e., assume GE is a competitor]

GE

Engaged Employer

Overview

11k
Reviews

226
Jobs

15k
Salaries

2.6k
Interviews

3.7k
Benefits

142
Photos

Follow

+ Add a Review

GE Reviews Updated Dec 12, 2019

Search job titles Find Reviews

Clear All Full-time, Part-time X English Filter

9,754 English reviews out of 10,913 Sort: Popular

3.7

★★★★★

73%

Recommend to a Friend

89%

Approve of CEO

H. Lawrence Culp, Jr.
349 Ratings

Pros

"Amazing work-life balance in GE" (in 566 reviews)

"Great Solutions and Work Environment" (in 404 reviews)

Cons

"Work life balance can be challenging at times" (in 367 reviews)

"Long hours - my observation is that most salaried people work more than 40 hours a week" (in 194 reviews)

More Pros and Cons

GE Careers

At GE, we are building, curing, moving, and power the world. It goes beyond businesses, brands and infrastructure. With several businesses... - More

Life at GE >

Our People >

Our Products >

Diversity at GE >

Jobs You May Like

Research Engineer - Component Heat Transfer
GE Corporate - Niskayuna, NY

Competition HR Analysis:

-[Insert analysis comment 1 here...for example, GE's employee rating of management is...]

-[Insert analysis comment 2 here...for example, GE employees in zip code 10004 usually resign to go to...]

-[Insert analysis comment 3 here]

-[Insert analysis comment 4 here]

-[Insert analysis comment 5 here]

Contact Details: [Insert your name, email address and phone number here]

TOPIC 2 OF 3: PG-1-4-2: How to Answer Any Question You Have No Idea How to Answer & Using Strategy Frameworks

Optional: Type your notes for Topic #2 in this box:

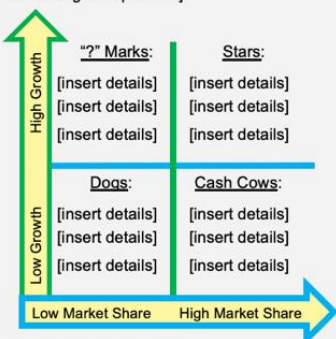
Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

TEMPLATES 8-12 FROM TOPIC 2:

Please go to this web page to access templates 8-12 (shown below) in PowerPoint and in PDF format: www.harounventures.com/pg-1-4

Template #8: Qualitative Analysis Template With these 4 Frameworks: S.W.O.T. (Strengths, Weaknesses, Opportunities and Threats) + P.L.C. (Product Life Cycle) + Porter 5 Forces + B.C.G. Matrix (Boston Consulting Group Matrix) Template:

Qualitative Analysis: [Insert Analysis Topic]	
Analysis Bottom Line: [Insert bottom line or concluding thoughts.]	
<p>S.W.O.T Analysis:</p> <ul style="list-style-type: none"> -Strengths: [Insert thoughts on strength #1] -Strengths: [Insert thoughts on strength #2] -Strengths: [Insert thoughts on strength #3] -Strengths: [Insert thoughts on strength #4] -Weaknesses: [Insert thoughts on weakness #1] -Weaknesses: [Insert thoughts on weakness #2] -Weaknesses: [Insert thoughts on weakness #3] -Weaknesses: [Insert thoughts on weakness #4] -Opportunities: [Insert thoughts on opportunity #1] -Opportunities: [Insert thoughts on opportunity #2] -Opportunities: [Insert thoughts on opportunity #3] -Opportunities: [Insert thoughts on opportunity #4] -Threats: [Insert thoughts on threat #1] -Threats: [Insert thoughts on threat #2] -Threats: [Insert thoughts on threat #3] -Threats: [Insert thoughts on threat #4] 	<p>Product Life Cycle Analysis:</p> <ul style="list-style-type: none"> -Introduction Phase: [Thoughts on intro #1] -Introduction Phase: [Thoughts on intro #2] -Introduction Phase: [Thoughts on intro #3] -Introduction Phase: [Thoughts on intro #4] -Growth Phase: [Thoughts on growth #1] -Growth Phase: [Thoughts on growth #2] -Growth Phase: [Thoughts on growth #3] -Growth Phase: [Thoughts on growth #4] -Maturity Phase: [Thoughts on maturity #1] -Maturity Phase: [Thoughts on maturity #2] -Maturity Phase: [Thoughts on maturity #3] -Maturity Phase: [Thoughts on maturity #4] -Decline Phase: [Thoughts on decline #1] -Decline Phase: [Thoughts on decline #2] -Decline Phase: [Thoughts on decline #3] -Decline Phase: [Thoughts on decline #4]
<p>Porter 5 Forces Analysis:</p> <ul style="list-style-type: none"> -Competition: [Thoughts on competition #1] -Competition: [Thoughts on competition #2] -Competition: [Thoughts on competition #3] -Buyer Power: [Thoughts on buyer power #1] -Buyer Power: [Thoughts on buyer power #2] -Buyer Power: [Thoughts on buyer power #3] -Supplier Power: [Thoughts on supplier power #1] -Supplier Power: [Thoughts on supplier power #2] -Supplier Power: [Thoughts on supplier power #3] -Substitutes: [Thoughts on competition #1] -Substitutes: [Thoughts on competition #2] -Substitutes: [Thoughts on competition #3] -New Entrants: [Thoughts on new entrants #1] -New Entrants: [Thoughts on new entrants #2] -New Entrants: [Thoughts on new entrants #3] 	<p>Boston Consulting Group Matrix Analysis:</p> <p>-[Insert comment here regarding the chart below ...or use template #9 that omits the Boston Consulting Group Matrix]</p> <div style="text-align: center;">  </div>

Contact Details: [Insert your name, email address and phone number here]

Template #9: Qualitative Analysis Template With these 3 Frameworks: S.W.O.T. (Strengths, Weaknesses, Opportunities and Threats) + P.L.C. (Product Life Cycle) + Porter 5 Forces Template:

Qualitative Analysis: [Insert Analysis Topic]	
Analysis Bottom Line: [Insert bottom line or concluding thoughts.]	
<p>S.W.O.T Analysis:</p> <ul style="list-style-type: none"> -Strengths: [Insert thoughts on strength #1] -Strengths: [Insert thoughts on strength #2] -Strengths: [Insert thoughts on strength #3] -Strengths: [Insert thoughts on strength #4] -Weaknesses: [Insert thoughts on weakness #1] -Weaknesses: [Insert thoughts on weakness #2] -Weaknesses: [Insert thoughts on weakness #3] -Weaknesses: [Insert thoughts on weakness #4] -Opportunities: [Insert thoughts on opportunity #1] -Opportunities: [Insert thoughts on opportunity #2] -Opportunities: [Insert thoughts on opportunity #3] -Opportunities: [Insert thoughts on opportunity #4] -Threats: [Insert thoughts on threat #1] -Threats: [Insert thoughts on threat #2] -Threats: [Insert thoughts on threat #3] -Threats: [Insert thoughts on threat #4] 	<p>Product Life Cycle Analysis:</p> <ul style="list-style-type: none"> -Introduction Phase: [Thoughts on intro #1] -Introduction Phase: [Thoughts on intro #2] -Introduction Phase: [Thoughts on intro #3] -Introduction Phase: [Thoughts on intro #4] -Growth Phase: [Thoughts on growth #1] -Growth Phase: [Thoughts on growth #2] -Growth Phase: [Thoughts on growth #3] -Growth Phase: [Thoughts on growth #4] -Maturity Phase: [Thoughts on maturity #1] -Maturity Phase: [Thoughts on maturity #2] -Maturity Phase: [Thoughts on maturity #3] -Maturity Phase: [Thoughts on maturity #4] -Decline Phase: [Thoughts on decline #1] -Decline Phase: [Thoughts on decline #2] -Decline Phase: [Thoughts on decline #3] -Decline Phase: [Thoughts on decline #4]
<p>Porter 5 Forces Analysis:</p> <ul style="list-style-type: none"> -Competition: [Thoughts on competition #1] -Competition: [Thoughts on competition #2] -Competition: [Thoughts on competition #3] -Buyer Power: [Thoughts on buyer power #1] -Buyer Power: [Thoughts on buyer power #2] -Buyer Power: [Thoughts on buyer power #3] -Supplier Power: [Thoughts on supplier power #1] -Supplier Power: [Thoughts on supplier power #2] -Supplier Power: [Thoughts on supplier power #3] -Substitutes: [Thoughts on competition #1] -Substitutes: [Thoughts on competition #2] -Substitutes: [Thoughts on competition #3] -New Entrants: [Thoughts on new entrants #1] -New Entrants: [Thoughts on new entrants #2] -New Entrants: [Thoughts on new entrants #3] 	

Contact Details: [Insert your name, email address and phone number here]

Template #10: Qualitative Analysis Template With these 2 Frameworks: S.W.O.T. (Strengths, Weaknesses, Opportunities and Threats) + Porter 5 Forces Template:

Qualitative Analysis: [Insert Analysis Topic]	
Analysis Bottom Line: [Insert bottom line or concluding thoughts.]	
<p>S.W.O.T Analysis:</p> <ul style="list-style-type: none"> -Strengths: [Insert thoughts on strength #1] -Strengths: [Insert thoughts on strength #2] -Strengths: [Insert thoughts on strength #3] -Strengths: [Insert thoughts on strength #4] -Weaknesses: [Insert thoughts on weakness #1] -Weaknesses: [Insert thoughts on weakness #2] -Weaknesses: [Insert thoughts on weakness #3] -Weaknesses: [Insert thoughts on weakness #4] -Opportunities: [Insert thoughts on opportunity #1] -Opportunities: [Insert thoughts on opportunity #2] -Opportunities: [Insert thoughts on opportunity #3] -Opportunities: [Insert thoughts on opportunity #4] -Threats: [Insert thoughts on threat #1] -Threats: [Insert thoughts on threat #2] -Threats: [Insert thoughts on threat #3] -Threats: [Insert thoughts on threat #4] 	<p>Porter 5 Forces Analysis:</p> <ul style="list-style-type: none"> -Competition: [Thoughts on competition #1] -Competition: [Thoughts on competition #2] -Competition: [Thoughts on competition #3] -Buyer Power: [Thoughts on buyer power #1] -Buyer Power: [Thoughts on buyer power #2] -Buyer Power: [Thoughts on buyer power #3] -Supplier Power: [Thoughts on supplier power #1] -Supplier Power: [Thoughts on supplier power #2] -Supplier Power: [Thoughts on supplier power #3] -Substitutes: [Thoughts on competition #1] -Substitutes: [Thoughts on competition #2] -Substitutes: [Thoughts on competition #3] -New Entrants: [Thoughts on new entrants #1] -New Entrants: [Thoughts on new entrants #2] -New Entrants: [Thoughts on new entrants #3]

Contact Details: [Insert your name, email address and phone number here]

Template #11: S.W.O.T. (Strengths, Weaknesses, Opportunities and Threats) Analysis Framework Template:

S.W.O.T Analysis: [Insert Analysis Topic]
Analysis Bottom Line: [Insert bottom line or concluding thoughts.]
<ul style="list-style-type: none"> -Strengths: [Insert thoughts on strength #1] -Strengths: [Insert thoughts on strength #2] -Strengths: [Insert thoughts on strength #3] -Strengths: [Insert thoughts on strength #4] -Weaknesses: [Insert thoughts on weakness #1] -Weaknesses: [Insert thoughts on weakness #2] -Weaknesses: [Insert thoughts on weakness #3] -Weaknesses: [Insert thoughts on weakness #4] -Opportunities: [Insert thoughts on opportunity #1] -Opportunities: [Insert thoughts on opportunity #2] -Opportunities: [Insert thoughts on opportunity #3] -Opportunities: [Insert thoughts on opportunity #4] -Threats: [Insert thoughts on threat #1] -Threats: [Insert thoughts on threat #2] -Threats: [Insert thoughts on threat #3] -Threats: [Insert thoughts on threat #4]

Contact Details: [Insert your name, email address and phone number here]

Template #12: Porter 5 Forces Analysis Framework Template:

Porter 5 Forces Analysis: [Insert Analysis Topic]
Analysis Bottom Line: [Insert bottom line or concluding thoughts.]
<ul style="list-style-type: none"> -Competition: [Thoughts on competition #1] -Competition: [Thoughts on competition #2] -Competition: [Thoughts on competition #3] -Buyer Power: [Thoughts on buyer power #1] -Buyer Power: [Thoughts on buyer power #2] -Buyer Power: [Thoughts on buyer power #3] -Supplier Power: [Thoughts on supplier power #1] -Supplier Power: [Thoughts on supplier power #2] -Supplier Power: [Thoughts on supplier power #3] -Substitutes: [Thoughts on competition #1] -Substitutes: [Thoughts on competition #2] -Substitutes: [Thoughts on competition #3] -New Entrants: [Thoughts on new entrants #1] -New Entrants: [Thoughts on new entrants #2] -New Entrants: [Thoughts on new entrants #3]

Contact Details: [Insert your name, email address and phone number here]

TOPIC 3 OF 3: PG-1-4-3: What You Must Know About the Company Interviewing You

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Thanks:

EXERCISE PG-1-4-3-1: Checklist of What You Need to Know About the Firm

At my Goldman Sachs interview, I was asked what the name of the CEO and CFO was. I had no idea what the CFO's name was. Here is a checklist of what sources you need to review online as well as what basic things about the company you need to know:

Place an "x" in the boxes below after each item once you have completed each item in preparation for your interview (or type text in the appropriate boxes below):

I read the company's Wikipedia Page.

*I skimmed the company's annual report from www.sec.gov if available.

**I reviewed information about the company on Glassdoor.com.

I search in LinkedIn.com & familiarized myself with the types of people that work at the firm.

I know the name of the CEO and it is:

I know the name of the CFO and it is:

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The founder of the company (on the Wikipedia page) is:

The largest competitor of the company is:

List 5 interesting things about the company that I learned through my research:

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I set up a Google Alert for the company so I can get daily alerts on news flow on the company at <https://www.google.com/alerts> .

*I have skimmed a few recent press releases from the company from their website.

I subscribed to the company's Twitter feed.

*I listened to the company's most recent investor earnings call (if available).

* Only complete if the company is publicly traded (meaning if it is listed on a stock market).

** Smaller companies won't appear on Glassdoor.com

EXERCISE PG-1-4-3-2: List 2 Things You Have in Common with the Interviewer

Obviously don't tell the people that you will be interviewing with that you did this, but let's find 2 things that you have common with each person that will be interviewing you. If you don't know for sure who will be interviewing you, go to LinkedIn and find out which people work in the same department as others that might be interviewing you and quickly look at their LinkedIn profiles for 2 things that stand out to you [if you don't know how to navigate advanced LinkedIn searches etc., we will be cover this very soon].

For example, if you both like cricket, then be prepared to talk about cricket if they bring up what are your interests.

Another example, if you love baseball and they are from Seattle, then talk about the Seattle Mariners baseball team or their former star players like Ken Griffey Junior, etc.,

Please go to LinkedIn and write down 2 things that you might have in common with 10 people that might be interviewing you:

The name of the **first** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

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The name of the **2nd** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

The name of the **3rd** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

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The name of the **4th** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

The name of the **5th** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

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The name of the **6th** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

[insert their name here]

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

Workbook for PG-1-4 (Semester #1 and Class #4 for Personal Growth)

The name of the **8th** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

The name of the **9th** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

Workbook for PG-1-4 (Semester #1 and Class #4 for Personal Growth)

The name of the **10th** potential interviewer is:

List 1 thing you have in common (if any) with this person here:

List 1 more thing you have in common (if any) with this person here:

I promise you that there is no way that your competition completed this past exercise!

RESOURCES (OPTIONAL):

Please Don't Discuss Compensation Until You Get the Job Offer

Per this YouTube video....we are going to have fun and laugh in this program as well....why do anything in life unless you enjoy it! :)

<https://www.youtube.com/watch?v=mQ2OHv2hOrE>



The Wedding Singer (1998): Job Interview

Do Research on the Company Before the Interview :)

Per this next video, please do your due diligence on who you are meeting...

https://www.youtube.com/watch?v=b2f2Kqt_KcE



The Devil Wears Prada (2/5) Movie CLIP - Andy's Interview (2006) HD

Make Sure You Show that You Are Focused on 1 Job Function Only :)

If you are interviewing for a consulting job, careful not to mention that you are also interested in finance, etc

https://youtu.be/fipSEmdj3i0?list=PLE_MSMq5bSYLnxcRSGs65mTCMgHgBhpi&t=4



What Not to Wear and How Not to Conduct Yourself In an Interview :)

<https://www.youtube.com/watch?v=0EjqOCpM7d8&feature=youtu.be&t=5>



Internet Based Interviews - Please Check the Audio & Visual First :)

<https://youtu.be/ewek-6TudOM?t=19>



The Internship: The Big Interview

Job Interview in the UK - You passed-failed the test (very funny!)

<https://youtu.be/rOfM6W9JypE?t=9>



Job Interview in the UK - You passed-failed the test (very funny!)

QUOTES:

Only those who dare to fail greatly can ever achieve greatly.

-[Robert F. Kennedy](#) “

“To be a great champion, you must believe you are the best. If you're not, pretend you are.”

-[Muhammad Ali](#)

“It is never too late to be what you might have been.”

-[George Eliot](#)



HOMEWORK

After this lecture, please complete the quiz associated with this lecture at this [link](#)* within one week of the day that you took this lecture. Thanks

* If you can't see the quiz link, please refresh the link an hour after class has been completed thanks.