

# “CORPORATE BULL” – THE INSTANT SPEECH WRITER

Given the task to speak at the next sales meeting? Told you have to present the Board with a business plan and haven't a clue what you need to say? Need to baffle some people without causing yourself undue stress? Want to impress some Clients?

Then look no further. The **Corporate Bull Instant Speech Writer** is just the ticket to a successful waffle. Follow the instructions exactly and you will have the answer to your problems!!

## **INSTRUCTIONS**

Take any one line from part A, any one line from part B and any one line from part C. Read them in that order as one sentence and you have “Corporate Bull”. It sounds good but means naff all! Read with feeling and conviction.

## **PART A**

1. Identifying long-term internal and external factors
2. Initiating special studies and management level research
3. Monitoring plans and the assumptions on which they are based
4. Keeping abreast of developments in the external environment
5. New opportunities for the group in the widest sense
6. The organisation of the planning function is greatly perceived true and

## **PART B**

1. May be the design of specific strategies to appeal subjectively
2. Is the realisation which benchmarks the identification of alternatives
3. Should lead to creative thought and questioning of existing strategies
4. Moves into a system of management objectives and forward thinking
5. Gives a useful perspective and aids the company in it's assessment
6. Identifies systems to measure only what was foreseen

## **PART C**

1. But accuracy in forecasts might be the wrong objective in the model
2. And is related to the general requirements of the strategy, moving the analysis
3. Therefore more likely to be successful than those which do not take elements of risk
4. From a number of market subsectors of that industry group
5. But may exploit milestones in investment rather than develop industries
6. At a fairly simple level indicating that an alternative method should be employed



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