



Co-funded by
the European Union

2023-1-ES02-KA210-YOU-000114522



Case Studies – BUSINESS





Name of theme block: BUSINESS

HUMAN RESOURCES MANAGEMENT

How to face a job interview

Description of a problem:

Knowing how to handle a job interview is essential, as it allows you to make a good impression, demonstrate your skills, and fit into the company culture. Additionally, it helps you manage stress and anxiety, increasing your confidence and improving your performance. The interview is also an opportunity to clarify questions about the position and the company, and good preparation sets you apart from other candidates, giving you a competitive advantage. Ultimately, mastering this skill is not only key to securing a job but also contributes to your professional development throughout your career.

Case Study 1:

Facing a job interview effectively involves proper preparation and the development of certain skills. Here are some steps and tips that can help you:

1. Research the company and the position
 - Know the company: Research its history, mission, values, and culture. This will allow you to demonstrate your interest and alignment with the organization.
 - Understand the position: Analyze the job description and the required skills. Prepare concrete examples of your experience that relate to the job responsibilities.
2. Prepare for common questions
 - Practice responses: Get ready for common questions like "Tell me about yourself," "What are your strengths and weaknesses?" and "Why do you want to work here?"
 - Use the STAR technique: To answer questions about past situations, use the STAR technique (Situation, Task, Action, Result) to structure your responses.
3. Develop Your Own Questions
 - Ask relevant questions: Prepare questions that demonstrate your interest in the position and the company. For example, you might ask about opportunities for professional development or the team culture
4. Care for your personal presentation



- Dress appropriately: Choose professional attire that fits the company culture. Ensure that you appear polished and professional.
 - Body language: Maintain an open and confident posture, make eye contact, and smile. Your body language can convey confidence and enthusiasm.
5. Manage Anxiety and Stress
- Practice relaxation techniques: Breathe deeply before the interview and maintain a positive attitude. Practice will help you feel more comfortable and secure.
 - Visualize success: Imagine a successful interview to mentally prepare and reduce anxiety.
6. Interview Simulators
- Use interview simulators: There are various online platforms that offer interview simulations. These tools allow you to practice questions and answers in a controlled environment, helping you become familiar with the interview format and improve your response skills.
7. Follow up with a thank you note
- Send a thank you note: After the interview, send a brief, courteous email thanking them for the opportunity and reiterating your interest in the position. This reinforces your professionalism and can help you stand out.

Facing a job interview with preparation and confidence is key to increasing your chances of success. By researching the company, practicing responses, caring for your presentation, managing anxiety, and using interview simulators, you will be better prepared to leave a positive impression on the interviewers.



Connected links

- <https://lifetimetraining.co.uk/personal/advice-and-information/preparing-for-a-face-to-face-interview/>
- <https://ung.edu/career-services/online-career-resources/interview-well/tips-for-a-successful-interview.php>
- <https://vikaspedia.in/education/career-guidance/how-to-face-an-interview-confidently>
- <https://growthhackyourcareer.com/best-interview-practice-sites/>

References

- <https://lifetimetraining.co.uk/personal/advice-and-information/preparing-for-a-face-to-face-interview/>
- <https://ung.edu/career-services/online-career-resources/interview-well/tips-for-a-successful-interview.php>
- <https://vikaspedia.in/education/career-guidance/how-to-face-an-interview-confidently>
- <https://growthhackyourcareer.com/best-interview-practice-sites/>



Name of theme block: BUSINESS

TIME MANAGEMENT

How to manage time well?

Description of a problem:

Time management is essential because it increases productivity, reduces stress, and improves decision-making. It allows for task prioritization, avoids procrastination, and helps achieve a balance between work and personal life. Additionally, it facilitates the achievement of short- and long-term goals while developing valuable skills that can be applied in various areas of life. In summary, effective time management contributes to overall well-being and more efficient performance in all activities.

Case Study 2:

Managing time well is essential for maximizing productivity and reducing stress. Here are some steps and tips to do it effectively:

- 1) Set clear goals: Identify your short- and long-term goals. This will help you prioritize tasks and focus your efforts on what truly matters.
- 2) Prioritize your tasks: Use methods like the Eisenhower Matrix to categorize tasks based on their urgency and importance. This will help you focus on what you really need to do.
- 3) Plan your day: Spend time at the beginning of each day (or week) planning your tasks. Use tools like calendars or time management apps to organize your agenda. Assign realistic deadlines for each task to stay focused and on track.
- 4) Use time management techniques:
 - Pomodoro Technique: Work in intervals (e.g., 25 minutes) followed by short breaks. This can help you maintain concentration and avoid burnout.
 - Time Blocking: Group similar tasks into blocks of time to improve efficiency and reduce multitasking.
- 5) Eliminate distractions
 - Create a suitable work environment: Ensure your workspace is free from distractions. Consider disabling notifications on your phone or computer while working.



- Set boundaries: Inform your coworkers or family about your work hours to minimize interruptions.

6) Regularly review and adjust: At the end of each day or week, review what you have accomplished and adjust your planning as necessary. This will help you identify areas for improvement.

7) Take care of yourself

Include time for rest and make sure to schedule breaks and personal time. Maintaining a balance between work and leisure is key to good time management.

Managing time well requires a proactive approach and the adoption of effective strategies. By setting clear goals, prioritizing tasks, planning appropriately, and eliminating distractions, you can improve your productivity and reduce stress, allowing you to achieve your goals more efficiently.

Below is a practical example:

Situation: Juan works as a project manager at a company and has multiple tasks and deadlines to meet.

Time Management:

- Sets goals: Juan defines weekly goals to complete specific phases of his projects.
- Prioritizes tasks: He uses project management software to categorize tasks by priority and assign deadlines.
- Plans his day: Each morning, he reviews his task list and adjusts his schedule according to the day's priorities.
- Utilizes techniques: He implements time blocks for meetings and individual work, ensuring that each type of task has its own space in his agenda.
- Eliminates distractions: He works in a designated office space and uses website blocking tools during work hours to avoid distractions.



Connected links

- <https://extension.uga.edu/publications/detail.html?number=C1042&title=time-management-10-strategies-for-better-time-management>
- <https://www.lucidchart.com/blog/time-management-at-work>
- <https://www.mindtools.com/arb6j5a/what-is-time-management>

References

- <https://extension.uga.edu/publications/detail.html?number=C1042&title=time-management-10-strategies-for-better-time-management>
- <https://www.lucidchart.com/blog/time-management-at-work>
- <https://www.mindtools.com/arb6j5a/what-is-time-management>



Name of theme block: BUSINESS

.....

(is it linked to a handbook subchapter - if so, please insert the appropriate one)

5. How to improve your networking?

Description of a problem:

Enhancing networking is crucial for personal and professional development, as it facilitates access to job opportunities, knowledge sharing, and collaboration creation. Connections can provide mentorship and support during transitions, as well as increase visibility in the industry and provide access to valuable resources. In summary, a strong network not only opens doors but also serves as an essential support system for career growth.

Case Study 3:

Improving networking involves effectively building and maintaining professional relationships. Here are some strategies and practical examples to do so:

- 1) Attend networking events: Participate in fairs, conferences, or seminars related to your industry. If you work in technology, attend events like developer conferences or startup meetups. Take advantage of these spaces to meet other professionals, exchange business cards, and establish connections.
- 2) Join professional groups or associations: Become a member of an association in your field, such as a Digital Marketing Association or an entrepreneurs' network. These groups offer opportunities to attend workshops, talks, and events where you can meet colleagues and experts in your area.
- 3) Utilize professional social media: Create a profile on LinkedIn and use it actively to share relevant content, engage in discussions, and connect with other professionals. Commenting on and sharing others' posts can also help build relationships.
- 4) Informal Networking: Invite colleagues or former classmates for coffee or lunch. These informal meetings can lead to deeper conversations and the possibility of collaborating on future projects. You can also attend social events where professionals from your industry gather.



- 5) Volunteer at events or projects: Offer to volunteer at conferences or events related to your field. This will not only allow you to meet other professionals but also give you visibility and help build a positive reputation in your industry.
- 6) Participate in online forums and communities: Join online forums or communities, such as Facebook groups or Reddit related to your industry. Actively participating in these communities will allow you to meet other professionals and share experiences and knowledge.
- 7) Develop communication skills: Practice conversation and active listening skills. You can join public speaking groups like Toastmasters to improve your ability to speak in public and communicate effectively with others.

Improving networking is an ongoing process that requires effort and dedication. By attending events, joining groups, utilizing social media, and participating in informal activities, you can build meaningful relationships that will benefit you throughout your career.

Connected links

- <https://www.roberthalf.com/sg/en/insights/career-development/networking-skills>
- <https://www.eventible.com/learning/how-to-build-networking-skills/>
- <https://careers.umbc.edu/students/network/networking101/tips/>

References

- <https://www.roberthalf.com/sg/en/insights/career-development/networking-skills>
- <https://www.eventible.com/learning/how-to-build-networking-skills/>
- <https://careers.umbc.edu/students/network/networking101/tips/>



Name of theme block: BUSINESS

STRATEGIC DIRECTIO

HOW TO CREATE A GOOD BUSINESS PLAN WITH CANVAS?

Description of a problem:

Knowing how to create a business plan using the Canvas model is crucial, as it provides a clear visualization of the business, facilitates the identification of opportunities and risks, and encourages flexibility and adaptability. This tool promotes collaborative work, enhances efficiency in presentations to investors, and focuses on customer needs, increasing the chances of success. In summary, the Canvas model helps entrepreneurs make informed and strategic decisions, essential for navigating the competitive business world.

Case Study 4:

Creating a business plan using the Canvas model is a structured and visual process that will help you define and organize the key elements of your business. Here's a step-by-step guide on how to do it, along with a practical example for better understanding:

- 1) Prepare the Canvas, that you can find in: <https://www.strategyzer.com/library/the-business-model-canvas>
 - Obtain a Canvas template, which is usually divided into nine blocks:
 - Customer Segments: Who are your target customers?
 - Value Propositions: What problem are you solving, or what need are you satisfying?
 - Channels: How will you reach your customers? (direct sales, online, physical stores, etc.)
 - Customer Relationships: What type of relationship will you establish with your customers? (personal assistance, self-service, etc.)
 - Revenue Streams: How will your business generate income? (sales, subscriptions, advertising, etc.)
 - Key Resources: What resources do you need for your business to operate? (personnel, technology, financing, etc.)
 - Key Activities: What essential activities are needed to deliver your value proposition? (production, marketing, customer service, etc.)
 - Key Partnerships: Who are your strategic partners? (suppliers, allies, etc.)
 - Cost Structure: What are the most significant costs associated with your business?
- 2) Fill in each block



- Example: Lemonade Stand
 - Customer Segments: Kids and parents in the neighbourhood.
 - Value Propositions: Fresh, tasty lemonade at a great price.
 - Channels: A stand set up at a busy park.
 - Customer Relationships: Friendly service with a smile; engaging with customers to encourage return visits.
 - Revenue Streams: Money earned from selling lemonade (e.g., \$1 per cup).
 - Key Resources: Ingredients (lemons, sugar, water), cups, and a stand.
 - Key Activities: Making lemonade, setting up the stand, and serving customers.
 - Key Partnerships: Local grocery store for buying supplies and friends helping to run the stand.
 - Cost Structure: Costs for ingredients, cups, and any permits needed.
- 3) Connect the elements analysing Interactions: Make sure all blocks are connected. For example, your channels (the lemonade stand) should match your customer segments (kids and parents) to ensure you're reaching the right people.
- 4) Review and adjust
- Share your Canvas model with friends or family to get their input. They might have ideas on how to improve your lemonade stand!
 - Iteration: As you sell lemonade, you might find that adding a new flavour attracts more customers, so adjust your plan accordingly.
- 5) Create a summary document: Write down the key points from your Canvas, including your sales goals, how you'll promote your lemonade, and what flavours you'll offer.
- 6) Implementation and monitoring
- 7) Action Plan: Plan when and where you'll set up your lemonade stand. Set goals like selling a certain number of cups each weekend.
- 8) Monitor progress: After a week, check how many cups you sold and whether customers liked your lemonade. Use this information to make improvements.

Creating a business plan with the Canvas model is an effective way to visualize and organize the essential parts of your business. For example, a lemonade stand can illustrate how to connect with customers, manage resources, and adapt as you grow. It allows you to adapt quickly to changes and communicate your vision clearly to friends and family who might help or invest in your idea.



Connected links

- <https://www.strategyzer.com/library/the-business-model-canvas>
- <https://www.forbes.com/advisor/business/how-to-write-a-business-plan/>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

References

- <https://www.strategyzer.com/library/the-business-model-canvas>
- <https://www.forbes.com/advisor/business/how-to-write-a-business-plan/>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>



Name of theme block: BUSINESS

CUSTOMER SERVICE

How to create a customer satisfaction survey

Description of a problem:

It is important to know how to create a customer satisfaction survey because it allows businesses to gather valuable insights into their customers' experiences and perceptions. This tool helps identify areas for improvement, strengths and weaknesses in products or services, and provides a better understanding of market expectations and needs. By analysing the results, businesses can make more informed decisions, enhance service quality, increase customer loyalty, and ultimately drive business growth. Additionally, it shows that the company values customer feedback, strengthening the relationship and trust in the brand.

Case Study 5:

Creating a customer satisfaction survey is essential to understanding how well a company is meeting its customers' expectations. This not only helps improve products and services but also increases customer loyalty and optimizes business strategies. A well-designed survey allows for valuable data collection that can guide business decisions.

- 1) Define the survey's objective: Before starting, determine what information you want to gather. Are you looking to measure overall satisfaction, service quality, or the performance of a specific product?
- 2) Choose the type of questions: Questions can be closed-ended (yes/no, multiple choice) or open-ended (detailed answers). You can also use numeric or satisfaction scales, such as the classic 1 to 5 scale or "very dissatisfied" to "very satisfied."
- 3) Make the questions clear and concise: Ensure that the questions are easy to understand. Avoid using technical language or complicated terms, and keep the survey as short as possible to avoid overwhelming respondents.
- 4) Include key questions:
 - How would you rate your overall experience with our product/service?
 - How satisfied are you with our customer service?
 - Would you recommend our company to others? (Net Promoter Score question)
 - What could we improve?



- 5) Add a comment section: Allow customers to provide additional feedback with an open-ended question where they can share suggestions or concerns.
- 6) Use online tools: Tools like Google Forms, SurveyMonkey, or Typeform make it easy to create and distribute surveys. These platforms also provide automatic analysis of the results.
- 7) Analyse the results: Review the responses to identify patterns, strengths, and areas for improvement. Pay special attention to repeated comments and take action based on the feedback received.
- 8) Follow up: After analysing the data, reach out to the customers who participated to thank them and, if possible, let them know how their feedback will be used to improve. This builds trust and shows commitment to their satisfaction.

Practical example:

Imagine you have an online clothing store and want to know how satisfied your customers are with their recent purchases. You can use the following survey:

- How would you rate your shopping experience in our store?
 - Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
- How satisfied are you with the quality of the products received?
 - Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
- How would you rate our customer service?
 - Poor
 - Fair
 - Good
 - Very good
 - Excellent
- Would you recommend our store to a friend?
 - Yes



- No

- What can we improve to offer you a better shopping experience? (Open-ended response)

This simple format provides a clear view of areas where your store can improve to ensure customer satisfaction.

Connected links

- <https://www.freshworks.com/es/>
- <https://es.surveymonkey.com/mp/customer-satisfaction-surveys/>
- <https://blog.hubspot.es/service/encuesta-satisfaccion-cliente>

References

- <https://www.freshworks.com/es/>
- <https://es.surveymonkey.com/mp/customer-satisfaction-surveys/>
- <https://blog.hubspot.es/service/encuesta-satisfaccion-cliente>



Co-funded by
the European Union

2023-1-ES02-KA210-YOU-000114522



**Co-funded by
the European Union**



Economy for Life © 2024 is licensed under CC BY-NC 4.0

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible