

Values

1. Share your ambition - future employees /future managers, owners
2. Future employees: what's important for you, how do you want to be treated
3. Future managers/owners: what behaviour standards in the team do you want to encourage
4. Both: what is important about behavior of your colleagues?
5. <https://wordart.com/>

Room 1

Employers:

- passionate, efficient, innovative, analytical, detail-oriented
- responsible, passionate, flexible

Employees (what we want our employers to be like):

- respectful, reliable, organized, willing to communicate, open-minded
- motivating, teamwork oriented, “personality compatible”

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Room 4 - employers



Values

Google the values of the companies you'd consider working for

Inspire yourself and create a new wordart

Room 1



Room 2

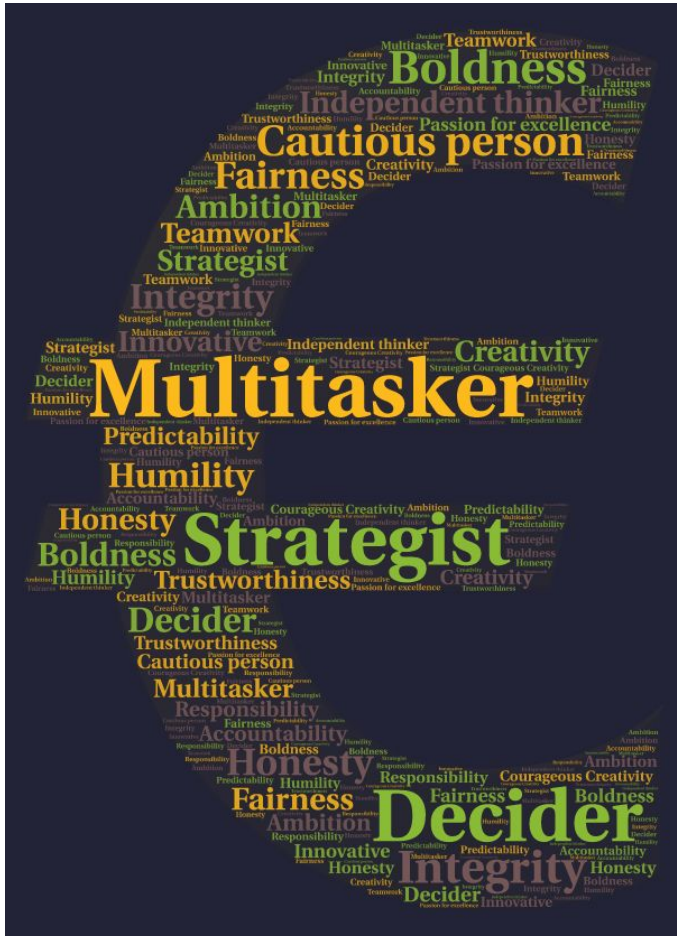
H&M - Sustainability, Zero corruption, Human rights, inclusivity, Leading by example, You grow we grow principle.

Red Hat- Purpose, Passion, Community, Opportunity

Google - Diversity & inclusion, Human rights, Sustainability

Room 3





Room 4

Competitive Strategies

Low-cost/low price

Top-of-the-line quality and performance

More value for money

Find examples of each in at least in two industries

Room 1

Food in Brno

Low cost: local bistros, kebabs, fast-food

Top of the line: Koishi, Borgo Agnese

Value for money: McDonalds, KFC

Room 2

Low-cost/low price: Essence, Lada

Top-of-the-line quality and performance: Anastasia Beverly Hills, Rolls-Royce

More value for money: Revolution, Skoda auto

Room 3

Low-cost/low price

- Primark, Xiaomi, Braník

Top-of-the-line quality and performance

- Scarpa, Aston Martin, Pilsner Urquell

More value for money

- Netflix, Radegast

Room 4

Low-cost/low price : Huawei, Hyundai, IKEA, Walmart, Casio

Top-of-the-line quality and performance : Apple, Ferrari, Gucci, Rolex

More value for money : Xiaomi, Toyota, Adidas, Swiss watch