**DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 1**

**Preparation:** No advance preparation is needed for this activity.

**Process:** Divide the class into groups of three or four students each. Explain that each team has 10–15 minutes to choose what it considers an excellent USP currently found in the marketplace. They should consider the answers to the following questions:

* Why is this USP effective?
* What target market is this company trying to reach?
* What makes this USP:
* Easy to communicate?
* Meaningful to customers?
* Specific?
* Desirable and urgent?
* Fulfillable?
* Sustainable?

A reporter from each group should spend a few minutes reporting the group’s opinions to   
the class.