

## **Answer Key: Business Observation Worksheet: Movie: *Elf***

### **1. Customer Service & Relationships**

**Answer:** c) He engages with customers enthusiastically and personally.

### **2. Branding & Marketing**

**Answer:** b) It improves the store's festive and joyful image, attracting more customers.

### **3. Organizational Culture**

**Answer:** b) The North Pole is playful and creative, while the store is formal and impersonal.

### **4. Leadership Style**

**Answer:** b) Authoritarian and focused solely on the company's profits.

### **5. Problem-Solving**

**Answer:** b) He uses creativity, enthusiasm, and non-traditional solutions.

### **6. Corporate Ethics**

**Answer:** b) He struggles with making ethical decisions regarding his family and business.

### **7. Marketing Strategies**

**Answer:** b) His unique, passionate approach to spreading holiday cheer.

### **8. Organizational Structure**

**Answer:** c) The North Pole is more creative and collaborative, while the department store is more formal and task-oriented.

### **9. Innovation & Creativity**

**Answer:** b) A creative and innovative solution to a non-traditional problem.

### **10. Ethical Decision-Making**

**Answer:** c) Balancing work and personal life is important for long-term success and employee morale.

### **11. Employee Motivation**

**Answer:** b) His enthusiasm and personal joy in spreading holiday spirit.

### **12. Collaboration**

**Answer:** c) Buddy's work with others, like Jovie and the store manager, leads to creative success.

### **13. Leadership & Employee Morale**

**Answer:** b) It demoralizes employees by prioritizing profits over relationships.

**14. Brand Identity**

**Answer:** b) A strong, authentic, and joyful personal brand that resonates with others.

**15. Entrepreneurship**

**Answer:** a) Yes, because he is creative, enthusiastic, and doesn't follow traditional rules.

**16. Social Responsibility**

**Answer:** b) By spreading holiday joy and helping others, even without personal gain.

**17. Marketing & Promotion**

**Answer:** c) Fun, spontaneous, and centered around creating positive emotions.

**18. Workplace Dynamics**

**Answer:** b) Encouraging openness, enthusiasm, and collaboration can improve workplace dynamics.

**19. Work-Life Balance**

**Answer:** b) By helping Walter realize the importance of family over work commitments.

**20. Final Business Takeaways**

**Answer:** b) The value of creativity, enthusiasm, and passion in business success.