

Lesson 2 — Structure & Core Language

Session 2 of 8 | Duration: 60 min | Artifact: 75-sec fragment (headline + KPI performance)

Purpose

Introduce the five-beat structure and the functional language that makes each beat work.

Phases

Time	Phase	Trainer does
0:00–0:10	Review L1 patterns	Share 2–3 observations from L1 recordings (no names). Common patterns: status buried under detail; SLA misses softened or hidden; incidents named without resolution; asks vague.
0:10–0:25	Teach the five beats	Walk through each beat on screen. Name the purpose and time budget. ~3 min per beat.
0:25–0:45	Language bank	Introduce the anchor phrases (see below). Each learner says each phrase aloud once in context.
0:45–0:55	Micro-task	Each learner picks any site they currently manage and records a 75-sec "headline + KPI performance" fragment.
0:55–1:00	Close	Confirm Lesson 3 drills the incidents beat. Save fragments.

Scripted teacher language

"The structure isn't a script. It's a checklist. If any beat is missing, the client can't act in the same meeting."

"You're going to lead reviews like this for the rest of your career. The first sentence should name your stance — strong month, mixed, or below target."

"For this exercise, pick a real site you currently manage. Don't invent."

Language bank — anchor phrases

Beat	Phrases (use each at least once during the course)
Headline & status	"This month we met X of Y SLAs at [site]." "Overall, the contract performed [strong / mixed / below target] this period."
KPI performance	"Our [response time / availability / fix rate] for [system] was [X%], against a target of [Y%]." "The miss on [KPI] was driven by [cause]."
Incidents &	"We had [N] priority-1 incidents this month. The most significant was

resolutions	[event] on [date]." "We resolved it by [action]. To prevent recurrence, we [action]."
Planned & preventive work	"For the coming month, the main planned work is [activity], scheduled for [date]." "This requires [access / shutdown window / approval] from your side."
Asks & escalations	"I'm asking for [specific decision / access / information]. If approved, [next step]." "We'd like a decision on [item] before [date]."

Between-session work

Each learner brings one real site they manage to Lesson 3 — with one priority-1 incident from the last 90 days already in mind. They don't write a script.

Artifact

75-sec recording per learner. Headline + KPI performance only. Save as ESOM_[Site]_[LearnerID]_ServiceReview_L2_YYYY-MM-DD.