

Lesson 1 — Orientation & Baseline

Session 1 of 8 | Duration: 60 min | Artifact: Unassisted 4-min recording + L1 score

Purpose

Collect each learner's current, unassisted 4-minute QBR brief as the baseline score for the course.

Phases

Time	Phase	Trainer does
0:00–0:10	Welcome & task framing	Introduce the course; state the one task that will be trained for 8 sessions. Show the five beats on screen but don't teach them.
0:10–0:20	Account brief	Hand out the account brief (below). 10 min for silent reading. No questions on language.
0:20–0:55	Baseline QBR briefs	Each learner records a 4-min QBR brief, one at a time. Others stay on camera as the client side. No interruptions, no help.
0:55–1:00	Close	Thank learners. State that Lesson 2 introduces the structure. Save recordings for scoring.

Scripted teacher language

"For the next 8 sessions you'll train one task: a 4-minute QBR brief to an enterprise client. Today I just want to see how you do it now."

"You have 10 minutes to read the account. Then each of you will present to the client in 4 minutes. I won't help with language or structure today — that starts next session."

"Stay on camera during each other's briefs. You're the client side. Don't interrupt, don't ask questions."

Account — shared by all learners

Client: Riyadh Steel Holdings — mid-cap manufacturing, Q2 review

Profile. Riyadh Steel Holdings is a Saudi-owned manufacturer with three production sites (Riyadh, Jubail, Yanbu) and a head office in Riyadh. They are 14 months into a 36-month enterprise contract with Mobily covering 800 mobile lines, MPLS network connecting the four sites, dedicated internet at HQ, and a managed M2M solution for plant-floor sensors. Account size: SAR 4.2M annual recurring revenue.

Performance this quarter.

- Mobile uptime: 99.94% (SLA: 99.9%)
- MPLS uptime: 99.7% (SLA: 99.95%) — missed SLA
- One major MPLS outage in month 2 — 4h 12min, affected Jubail site, root cause: upstream fibre cut by third-party contractor
- Two minor incidents on M2M sensors — resolved within 6h each
- Mean time to repair: 3h 40min (SLA: 4h) — met

What's been done.

- SLA credit of SAR 18,000 issued for the MPLS breach

- Dual-routing now provisioned to Jubail site — went live in month 3
- Quarterly fibre route audit added to the change calendar

Next quarter.

- Yanbu site SD-WAN migration — scheduled for May, two-week cutover window
- Mobile fleet refresh — 200 handsets due for replacement under contract
- Optional: cybersecurity scoping call — client raised interest in MDR last quarter

Client today: CIO Mohammed Al-Otaibi (45 min meeting, this is the first 15).

The brief: Present a 4-minute QBR brief to the CIO. Take a clear stance on the quarter — on track, at risk, or accelerating — and name one specific ask.

After the session

Score each learner's recording using the scorecard. Save the L1 score to the learner's portfolio folder. Do not share scores with learners until L8.

Artifact

4-min recording per learner + L1 score sheet (5 criteria, /10). Save as Mobily_[Segment]_[LearnerID]_QBR_L1_YYYY-MM-DD.