Guidance in the company's words: what it said and what it reported

Name: _____ Class: _____ Date: _____

Many companies say what they expect for the next quarter or the year. In this lesson you will quote those statements in the company's words, with the date, and set each one beside what the company later reported.

What to do

1. Read the cards below with a partner.
2. In Part C of your worksheet, fill in the said-and-reported table.
3. In Part D, follow Coca-Cola's and Chipotle's guidance as it changed.
4. The exit ticket is on page 2 of your worksheet.

Part A. Warm-up

1. A1. On Monday a friend says, "I'll finish the book by Friday." Write one sentence for Friday that reports what she said and what happened.

_____

_____

Part B. Words

Write each definition in your own words.

1. Guidance

_____

2. Pending

_____

Part C. Said and reported

Use the cards. For each quarter write what was said, the date, what was reported, and inside / above / below.

C1. Netflix Q1 FY2026: said _____ on _____; reported _____.

C2. Netflix Q2 FY2026: said _____ on _____; reported _____.

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C3. Netflix Q3 FY2026: said _____ on _____; reported _____; _____

C4. Airbnb Q3 FY2026: said _____ on _____; reported _____; _____

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Part D. Raised and still open

1. D1. How did Coca-Cola's FY2026 guidance change between February and Oct 27, 2026?

_____

_____

2. D2. Is Coca-Cola's FY2026 guidance delivered, missed or pending on Nov 15, 2026? Why?

_____

D3. Chipotle's comparable sales so far in FY2026: Q1 ____ Q2 ____ Q3 ____

Part E. In the company's words

Rewrite each sentence so it quotes the company, with the date.

1. E1. "Netflix will make $51.1 billion in 2026."

_____

_____

2. E2. "Chipotle's sales are going to grow this year."

_____

_____

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Exit ticket

1. Name the four things every guidance quote needs.

2. True or false? Guidance is a fact about the future.

3. What do you write about guidance for a period that has not been reported yet?

4. Where is guidance usually published?

Word bank

Guidance (outlook)	What a company says it expects for a later period, in its own words.
Range	A low number and a high number given together, with the result expected to fall between them.
Raised guidance	A company changing its statement to a higher number than it gave before.
Pending	Still open: the period the statement is about has not been reported yet.
Comparable sales	Sales growth at restaurants or stores open long enough to compare with a year earlier.

Sentence starters

- On ____ (date), ____ said it expected ____ for ____.
- It later reported ____, which was ____ the range / forecast.
- This statement is still pending because ____.

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student page

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