

Keeping It Real – Activities for Skills Practice in the Business English Classroom

How this presentation is organized:

About me - what qualifies me to talk about business English?

Part 1: Background Fundamentals

Part 2: Course Content Fundamentals

Part 3: Course Content: Focus on performance skills

Part 4: Textbook introduction

What qualifies me to talk about
business English?

Part 1: Background Fundamentals

- Business English - a definition
- Learner needs - who are your students?
- Class context - company; private school; university; private.

Part 2: Course Content Fundamentals

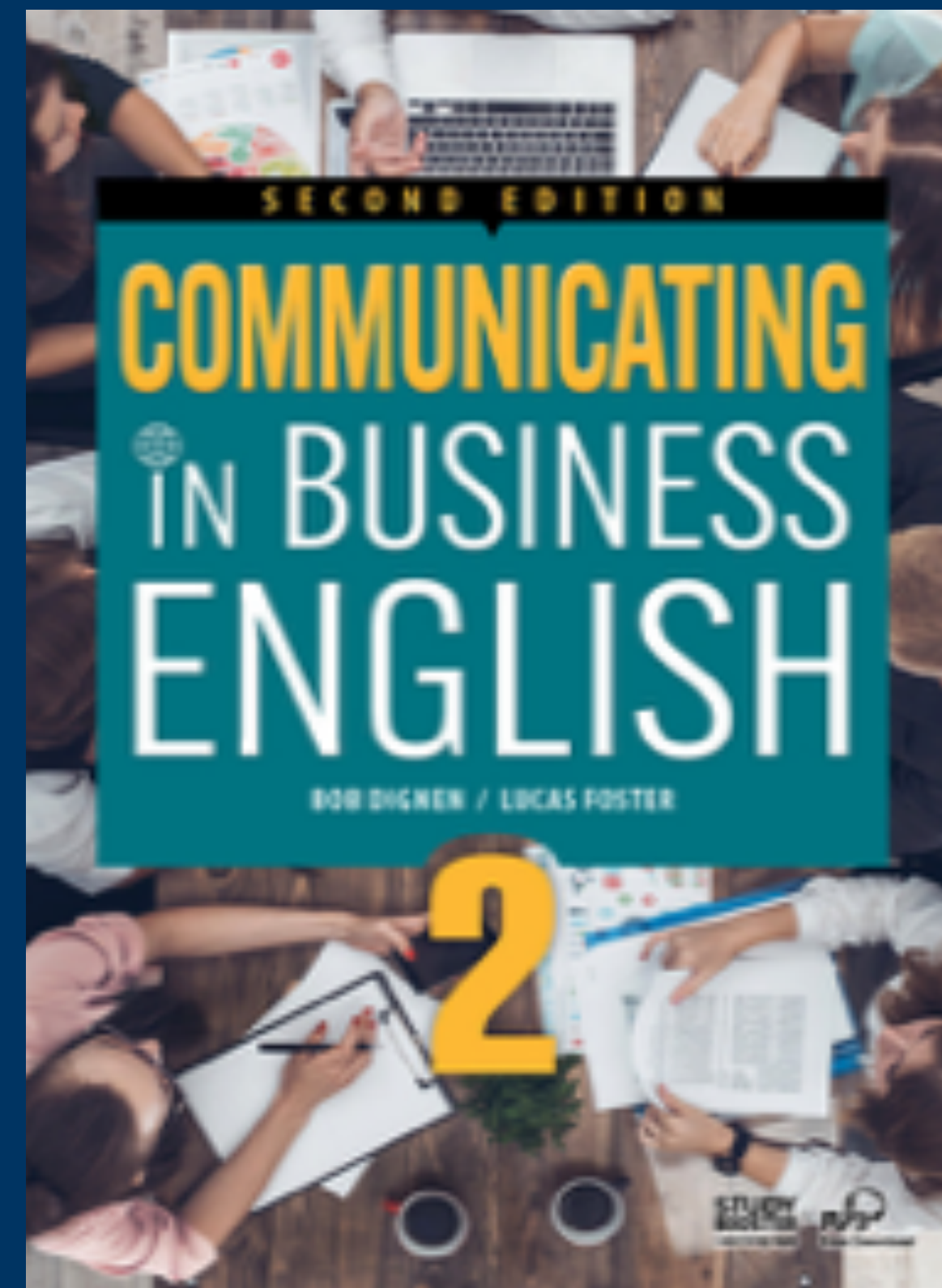
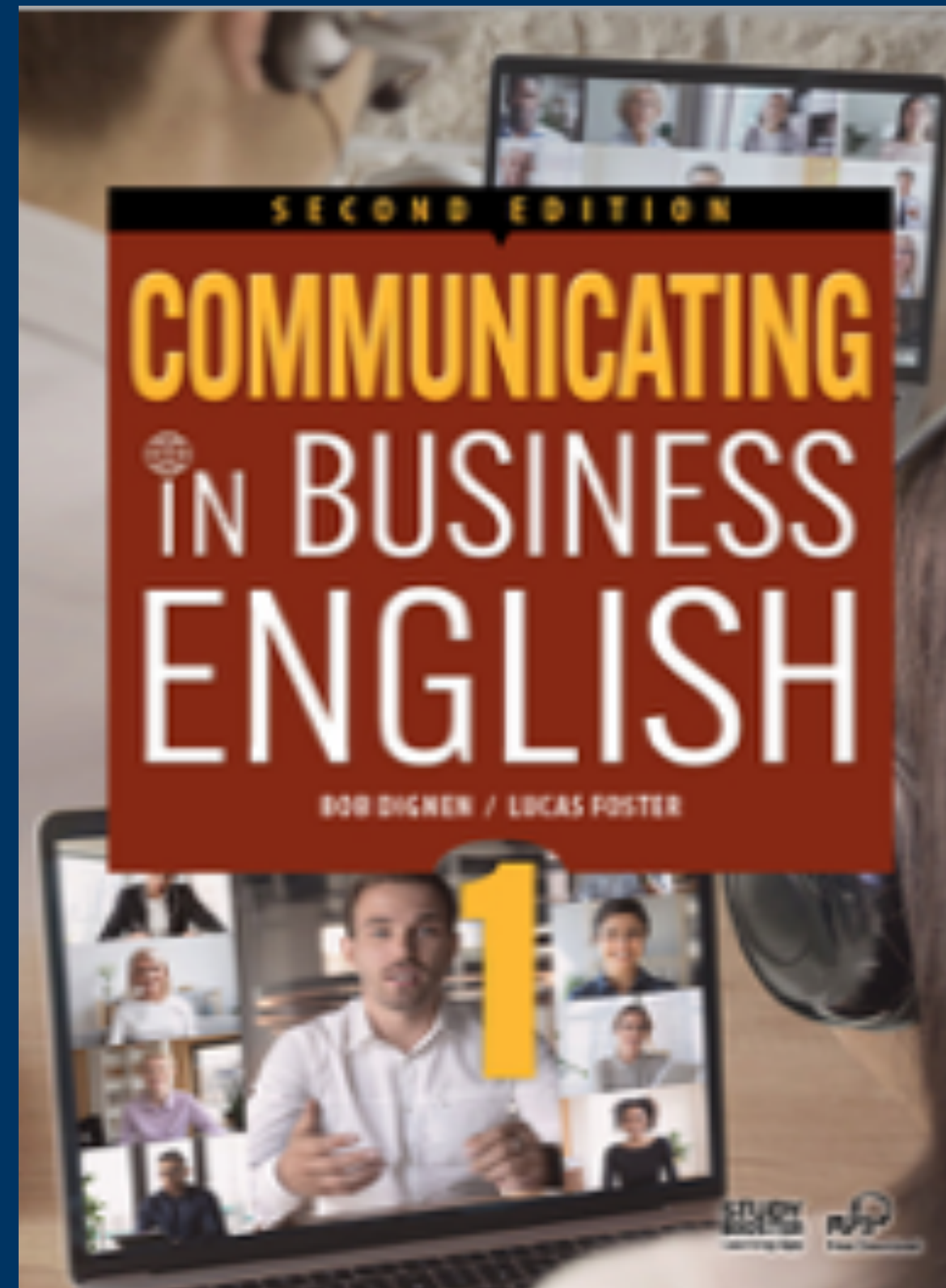
- Vocabulary - what to teach
- Reading - what to read
- Writing - what to write
- Listening
- Speaking

Part 3: Course Content: Focus on Performance Skills

- Telephone calls
- Business Writing
- Presentations
- Meetings
- Negotiating
- Socializing

Part 4: Textbook

Finally, I will introduce a two-volume textbook series that you might consider.



Part 1: Background Fundamentals

Business English: a definition:

- Business English is the type of English used in business contexts, such as international trade, commerce, finance, insurance, banking, and many office settings. It entails expectations of clarity, particular vocabulary, and grammatical structures.

Part 1: Background Fundamentals

Business English: a definition:

- English as taught in non-English-speaking countries in courses that emphasize its commercial rather than its cultural importance and that are normally designed to produce conversational fluency within a limited vocabulary

Part 1: Background Fundamentals

Business English: a definition:

- In general, Business English is a form of English specially suited to international trade, commerce and finance.

Part 1: Background Fundamentals

Business English: a definition:

- Business English is a part of English for specific purposes and can be considered a specialism within English language learning and teaching, or a variant of international English.

Part 1: Background Fundamentals

Business English:

How is business English different from general English?

Part 1: Background Fundamentals

Business English:

How is business English different from general English?

- Goal oriented

Part 1: Background Fundamentals

Business English:

How is business English different from general English?

- Goal oriented
- Focus on performance skills rather than language skills

Part 1: Background Fundamentals

Business English:

How is business English different from general English?

- Goal oriented
- Focus on performance skills rather than language skills
- Focus on communication rather than achieving native-like competence

Part 1: Background Fundamentals

- Consider BE as part of a hierarchy:
- General English (EGP)
- General Business English
ESP

Part 1: Background Fundamentals

- Because of this hierarchy, business English assumes some level of competence of general English.

Part 1: Background Fundamentals

Learner Needs

Because business English is inherently diverse, it is fundamentally important to find out at the start who your learners are and what aims they have.

Part 1: Background Fundamentals

Learner Needs - some questions:

- Who are the learners?
- What is their level of proficiency?
- What is the context for performance outside the classroom?

Cross-cultural awareness might be crucial.

Awareness of language register.

- What are their goals?
- Who is the sponsor if any?
- What are the sponsor's goals?
- Needs should be continuously assessed.

Who are the learners?

- In-house company class;
- Language school;
- University;
- Private.

What is their level of proficiency?

- How is this assessed?
- Standard tests
- In-house tests
- Interviews
 - Size of utterance; appropriacy; independence
- What is the range of proficiency within the class?
 - Every set of learning materials/textbook is a compromise
 - How large is the class?

What is the context for performance outside the classroom?

- Minimal - university students - perhaps employment interviews - perhaps aiming at TOEIC.
- Moderate - some interaction in English at work; need to investigate the nature of that interaction (telephone, meetings, presentations, business reports).
- Considerable - mainly operating in an English-speaking environment; again, need to investigate.

-

What are student goals?

- This will range from specific (TOEIC, GMAT, etc.) to general;
- How much time do you have to target these goals?
- Perhaps focus on learner autonomy.

Sponsor goals?

- Is there a sponsor?
- If so what are sponsor goals?
- Are learner and sponsor goals compatible?
- How do you as a teacher balance these goals?

Part 2: Course Content Fundamentals

- Vocabulary - what to teach
- Reading - what to read
- Writing - what to write
- Listening
- Speaking

Vocabulary - what to teach

- Consider BE vocabulary as a hierarchy:
 - General English Vocabulary
 - General Business English Vocabulary
 - ESP Vocabulary

Vocabulary - what to teach

- Wordlists for GE based on frequency
 - New General Service List (NGSL)
Published 2013 - 2800 words
Coverage of more than 90% of general texts
<http://www.newgeneralservicelist.org>

Vocabulary - what to teach

- Wordlists for BE based on frequency
 - Business Service List (BSL)
Published 2016 - 1700 words
Coverage of more than 97% of general BE texts
 - TOEIC Service List
Published 2016 - 1200 words
Coverage of up to 99% of TOEIC materials
- <http://www.newgeneralservicelist.org>

Vocabulary - what to teach

- Wordlists for ESP based on frequency
 - Fitness English List (FEL)
Published 2020 - 600 words
Coverage of up to 98% of fitness texts
- <http://www.newgeneralservicelist.org>

Vocabulary - what to teach

BSL

mister

goods

equity

dividend

portfolio

sponsorship

inventory

transaction

non

lease

EEL

exhale

inhale

hip

toe

mat

yoga

workout

elbow

repetition / reps

heel

Vocabulary - some tools:

NGSL

<http://www.newgeneralservicelist.org>

Online Graded Text Editor

<https://www.er-central.com/ogte/>

Compleat Lexical Tutor

<https://www.lextutor.ca>

Reading - what to read:

3 Kinds:

- General English
- General Business English
- ESP Business English

Reading - General English:

- Fundamentally important to achieve speed in both reading for comprehension and reading aloud.
- Accomplish this with extensive reading from a library of graded readers.

Reading - General Business English:

- Textbooks, Websites, Newspapers and Magazines
- Business Week - limited free access
 - <https://www.bloomberg.com/businessweek>
- British Council - Business Magazine - free
 - <https://learnenglish.britishcouncil.org/business-english/business-magazine/>
- List of non-paywall publications
 - <http://jaypalter.ca/2020/10/guide-to-non-paywalled-finance-and-news-sources/>

Reading - ESP Business English:

- Textbooks
- Trade Publications
 - Canadian Lawyer
 - <https://www.canadianlawyermag.com>
 - Aviation Week
 - <https://aviationweek.com>
- Wikipedia list of trade publications
 - https://en.wikipedia.org/wiki/List_of_trade_magazines

Writing - what to write

Learning material/Textbook should contain practice for the following:

- Note taking
- Memos
- Emails
- Contracts and MOUs
- Promotional Materials
- Business reports
- Resumes

Writing - what to write

Depending on level

- Direct Grammar Teaching
- Organization
 - Titles
 - Topic sentences
 - Paragraphs
 - Concluding sentences
 - Summarizing
- Style
 - Formal/informal

Listening - two types

- Extensive listening
 - Analogous to extensive reading
 - Large volume of relatively easy material
 - Voice of America English News
 - <https://learningenglish.voanews.com>
 - Movies/YouTube using subtitles

Listening - two types

- Focused listening
 - Textbook
 - Standard tests: TOEIC, GMAT etc.

Speaking - direct teaching

- Focus on communication rather than native-like proficiency
- Focus on problematic phonemes
- Focus on intonation as well as pronunciation
- Use a phonemic transcription
- Practice presenting and responding to questions
- Focus on register

Speaking - practice

Learning material/Textbook should contain practice for the following:

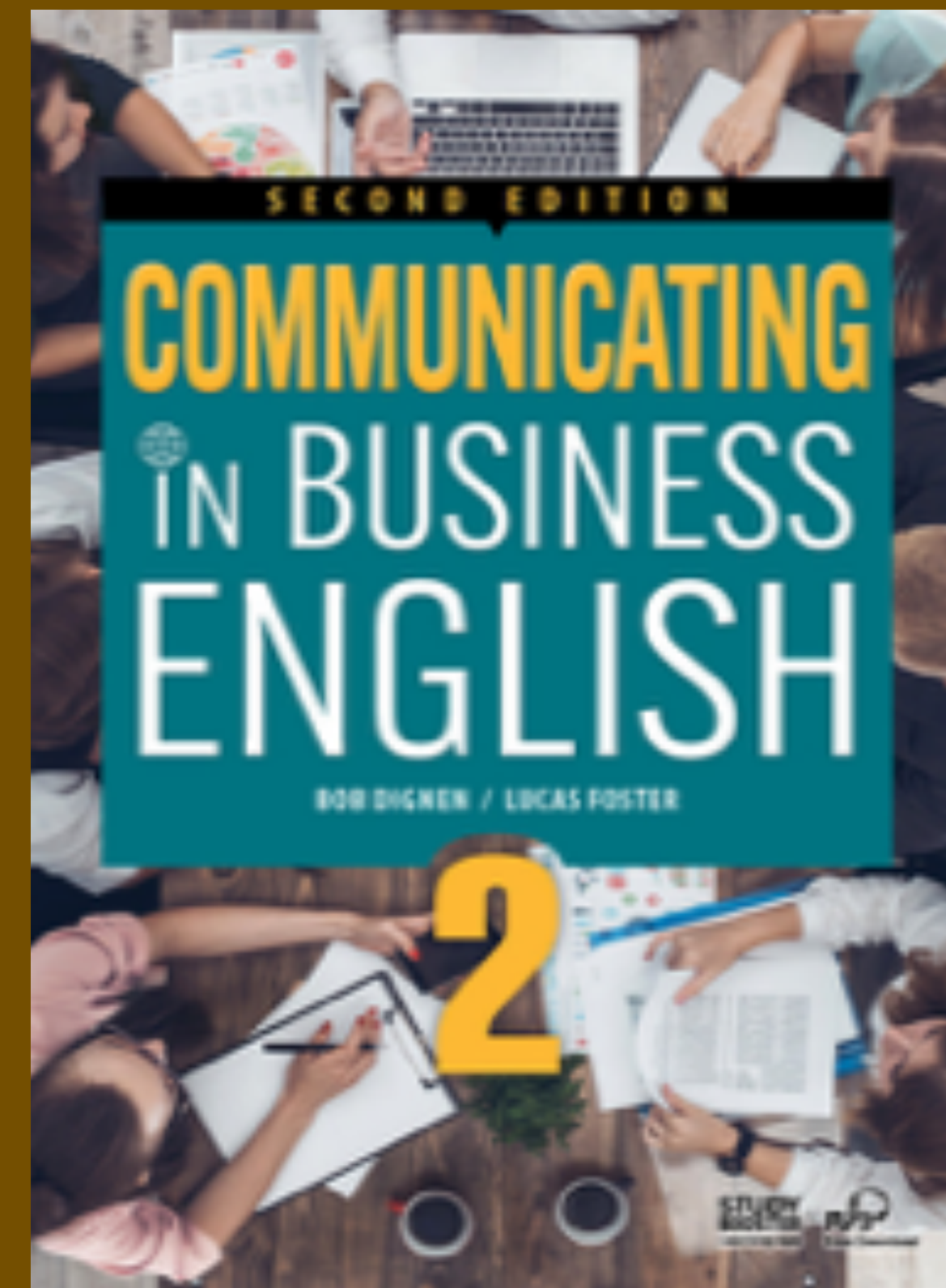
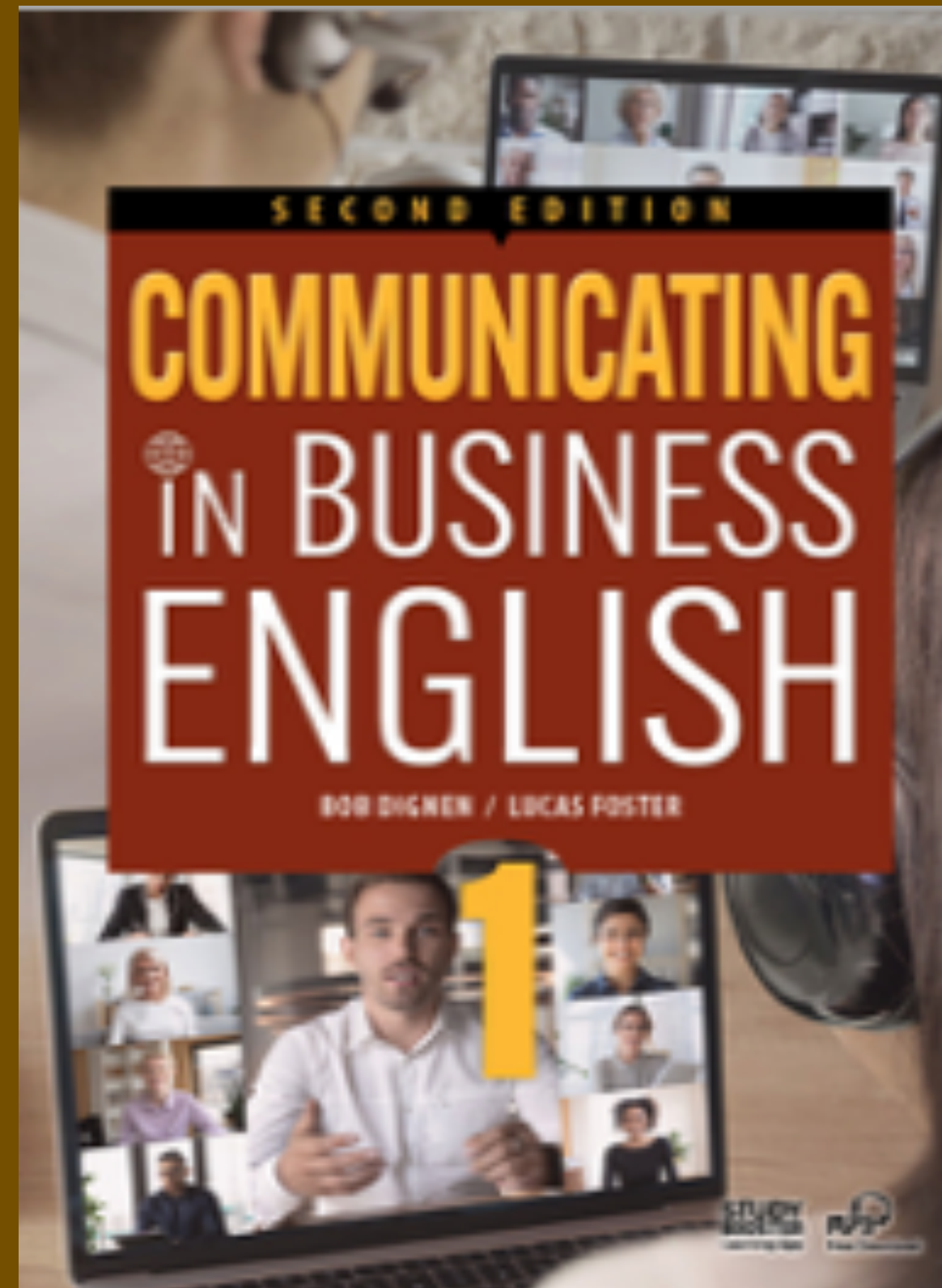
- Telephone calls
- Meetings
- Answering questions
- Presentations
- Socializing

Part 3: Course Content: Focus on performance skills

- Telephone calls
- Business Writing
- Presentations
- Meetings
- Negotiating
- Socializing

Part 4: Textbook

Finally, I will introduce a two-volume textbook series that you might consider.



Telephone calls

Vocabulary

NOUNS

atmosphere
connection
device
display
information
result

VERBS

confirm
greet
identify
prepare

ADJECTIVES

appropriate
available
brief
positive

ADVERBS

actively
appropriately
clearly
culturally
politely
positively

Call Sequence — A Checklist

Before the call

- ☐ Consider if being more formal or more informal is appropriate.
- ☐ Prepare what you want to say.
- ☐ Send an email or message before the call if necessary.
- ☐ Have important information available.
- ☐ Check the connection, display, and settings on your device.

Beginning the call

- ☐ Identify yourself appropriately and clearly.
- ☐ Greet the other party and make some small talk (if culturally appropriate).
- ☐ Give the reason(s) for the call.

During the call

- ☐ Create a positive atmosphere.
- ☐ Communicate your objective clearly.
- ☐ Actively listen in order to make sure you understand.
- ☐ Take brief notes to refer back to after the call is finished.
- ☐ Check to make sure the other side understands you.

Ending the call

- ☐ Confirm the result of the call.
- ☐ End politely and positively.
- ☐ Review your notes and add appropriate details if needed.

Biz Tip

Use formal language with people you interact with for the first time. Use informal language with people you know well.

More Formal

How are you today?

I am calling to discuss...

Could you please repeat that?

It has been a pleasure.

More Informal

How's it going?

I wanted to talk about...

I didn't catch that.

Take care.

Telephone calls

[DIALOG]

▶ -0:49

Fill in the blanks. Listen and check. Track 1-01



connection

positive

result

device

Linda: Are we prepared and ready to go for the conference call this afternoon with the new customer from Mexico?

Mark: Yes, we're all ready.

Linda: Did you check the settings on the _____ in the conference room?

Mark: Yes, I checked it out. I did a test call to my friend over in HR just to make sure it's working well. Everything is set up over in conference room B, which has the best _____ in the office.

Linda: Great! Thank you. We need a good _____ from this call. And this is a new client, so let's try to keep the discussion a bit more formal.

Mark: OK. I'll do my best to create a _____ atmosphere.

Linda: Great. Make sure you also take short notes during the call.

Mark: Right! We don't want to forget anything after it's finished.

Linda: Exactly. OK. I think we're ready. Thank you for preparing everything.

Telephone calls

[DIALOG]

▶ -0:57

Fill in the blanks. Listen and check. Track 1-01



connection

positive

result

device

Linda: Are we prepared and ready to go for the conference call this afternoon with the new customer from Mexico?

Mark: Yes, we're all ready.

Linda: Did you check the settings on the device in the conference room?

Mark: Yes, I checked it out. I did a test call to my friend over in HR just to make sure it's working well. Everything is set up over in conference room B, which has the best connection in the office.

Linda: Great! Thank you. We need a good result from this call. And this is a new client, so let's try to keep the discussion a bit more formal.

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Linda: Great. Make sure you also take short notes during the call.

Mark: Right! We don't want to forget anything after it's finished.

Linda: Exactly. OK. I think we're ready. Thank you for preparing everything.

Telephone calls

[VOCABULARY]



Circle the word that does not belong in each group.

- | | | | |
|---------------|---------|-------------|-------------|
| 1. atmosphere | climate | environment | style |
| 2. confirm | suggest | check | verify |
| 3. greet | welcome | speak | acknowledge |
| 4. brief | short | simple | smart |
| 5. room | display | picture | view |

Telephone calls

[VOCABULARY]



Circle the word that does not belong in each group.

1. atmosphere

climate

environment

style

2. confirm

suggest

check

verify

3. greet

welcome

speak

acknowledge

4. brief

short

simple

smart

5. room

display






picture

view

Telephone calls

[PRACTICE]

Choose the best word to complete each sentence.

-  1. Let's have some small talk before we _____ the reason for the call.
a. identify b. greet c. prepare d. create
-  2. Make sure you check to see what time the customer is _____ to take your call.
a. brief b. positive c. appropriate d. available
-  3. During the call, please make sure you say "please," "thank you," and _____ wait for the other person to finish talking before you start to speak.
a. actively b. politely c. clearly d. positively
-  4. What _____ are you going to use to call our partner?
a. device b. connecting c. atmosphere d. result
-  5. Do you think it's more _____ to be formal or informal during tomorrow's discussion?
a. positive b. appropriate c. available d. brief

Telephone calls


[PRACTICE]

Choose the best word to complete each sentence.

1. Let's have some small talk before we _____ the reason for the call.
a. identify b. greet c. prepare d. create
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5. Do you think it's more _____ to be formal or informal during tomorrow's discussion?
a. positive b. appropriate c. available d. brief

Telephone calls (email writing - preparing for a conference call)

Chapter 1 Lesson 1: Activity, pages 6–7

 Scan for Audio

Scenario:

You are the head of the business development division for a large corporation. You are working with a junior colleague to prepare a conference call with an overseas business partner. Write an email with a checklist of tasks you want the junior colleague to prepare before the conference call.

Tip Look at the checklist on p. 6 for an example.


New message


To


Subject


Send


A

















Telephone calls - role play

Chapter 1 Lesson 3: Activity, pages 10–11

Scenario:

Role-play a call between a caller who works for an advertising company and an executive assistant who works at a company called KS Games. Work with a partner, choose a role, and use the language learned in the lesson to fill in the tables below.

Role A: Executive Assistant Take the call and attempt to transfer the call. Explain that the head of marketing at your company is on vacation.		Role B: Caller You work for an advertising company and you want to speak to the head of the marketing team at KS Games to help advertise their new game.	
Greet and identify	<i>Good morning. KS Games. My name is...</i>	Greet and identify	<i>Good morning. My name is...</i>
Ask about the purpose		Explain the purpose	
Confirm information and connect		Confirm information	
Apology / No connection		Ask to leave message	

Telephone calls - listening activity

Chapter 1 Lesson 5: Activity, pages 14–15

Track A1-01

Scenario:

Listen to a conversation between a caller and a customer service representative. Take down a message with the caller's information.

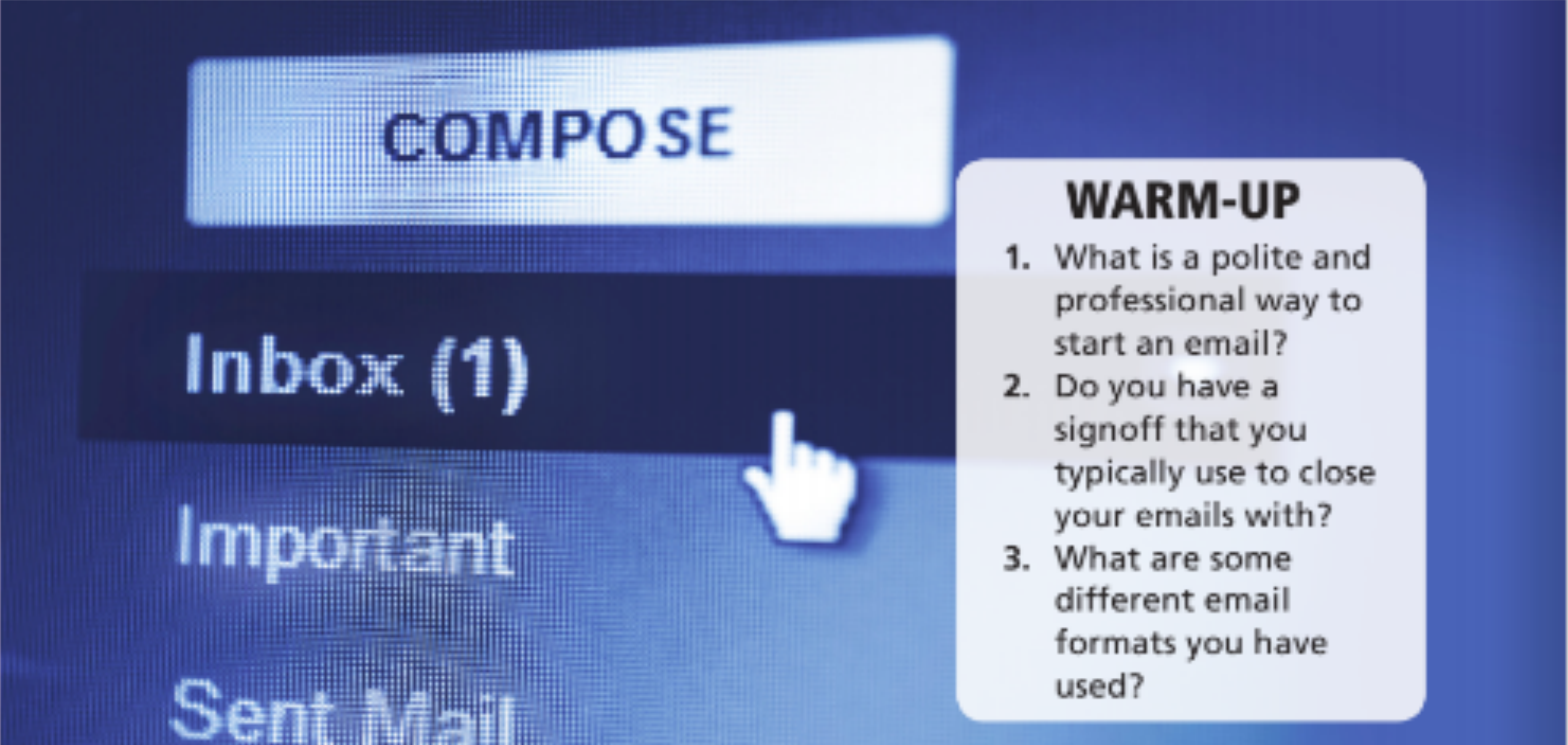
Name and company	_____ from <i>Pacifica Health Services Limited</i> .
Message	
Time and date	
Contact Details	

Business Writing

03 Business Emails

Learning Objectives

- To learn vocabulary for business emails
- To understand a range of email formats
- To understand how to use various levels of formality in business emails



WARM-UP

1. What is a polite and professional way to start an email?
2. Do you have a signoff that you typically use to close your emails with?
3. What are some different email formats you have used?

Business Writing

Vocabulary

NOUNS

attachment
bullet points
caution
discretion
emphasis
salutation
signature

VERBS

carbon copy (cc)
forward
present

ADJECTIVES

adequate
confidential
consistent
dear
private
sensitive
standard
updated
varying

ADVERBS

legally

Business Emails — Dos & Don'ts

People write emails in many different styles with varying levels of formality. Remember that email is not a private method of communication. Use caution and discretion when communicating confidential or legally sensitive information. Here are some dos and don'ts to help you.

Do	Don't
<ul style="list-style-type: none">• present short sequences of information clearly with bullet points• enter a precise subject in the subject box• give people adequate time to reply• create a filing system for mail / attachments• add key information in the email signature• call if urgent• keep address book updated• use a consistent and standard salutation	<ul style="list-style-type: none">• use a personal or a private email address• use unsecure internet connections or devices• send unnecessary files or messages• forward mail or cc without thinking• write too formally / informally• write in capitals for emphasis• use too many abbreviations / symbols• use email to avoid making a call



Biz Tip


For informal communication, nouns regarding communication can be used as verbs.
e.g., I'll email you.
To remain more formal, use these words as nouns.
e.g., I will send you an email.


Formal	Best regards	Dear	I have	Could we please...?
Informal	Cheers	Hi	I've	Can we...?

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Business Writing



Fill in the blanks. Listen and check. 



attachment confidential Can cc





To: Susan.Jefferson@wjc biz.com
From: t.choi@wjc biz.com
CC: Stacey.Lee@wjc biz.com
Subject: Re: Employee Accountability Report



Hi, Susan,

I'm glad to hear the report was well received by the team leaders at the weekly meeting.
_____ you send me that document as an _____? I'd like to review
the final version of the report. I also want to keep a copy of it in my _____
files, since the information is sensitive. I know the COO wants to have a look, too, so please
_____ Stacey when you email me the report.

Cheers,
Tim

Send






A    

Business Writing

[VOCABULARY]

Complete each definition with a word from the vocabulary list.

-  1. When you want to make something stand out, you give it _____.
-  2. When you say "hello," you're using a _____.
-  3. If you want to send someone an email you received, then _____ it to them.
-  4. Doing things in a similar way every time means you are being _____.
-  5. When something is good enough, it is _____.

Business Writing

[PRACTICE]

Rewrite the underlined words to change them from informal to formal.



1. Hi, Susan,



2. I'm glad the report was well received by the team leaders.



3. Can you send me that document?



4. I'd like to have a look.



5. Thanks.

Business Writing - listening activity

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Chapter 2 Lesson 4: Activity, pages 44–45 Track A2-02

0:00

Scenario:

Listen to your manager and take notes about various correspondences she wants you to follow up. Then use appropriate correspondence phrases from the lesson to write to the recipients.

Tip

Use the useful phrases on p. 44 in your answers.

Recipient	Notes	Correspondence
Client	reply to email—new billing process over \$2,000	With reference to your email about billing, we have a new process for orders over \$2,000.

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Presentations

02

Presentation Types

Learning Objectives

- To learn vocabulary related to different presentation types
- To understand language that can be used with different kinds of presentations
- To learn phrases to express the purpose of a presentation



WARM-UP

1. What are some different reasons professionals give presentations?
2. Where are some different places that presentations can be given?
3. What are some different types of presentation audiences?

Presentations

Vocabulary

NOUNS

discourse
feature
instructions
opinion
product
rhetoric
service
utility
value

VERBS

argue
defend
elevate
persuade
purchase
train

ADJECTIVES

commercial
descriptive
factual
particular
preferable

Presentation Types — A Checklist

Understanding what type of presentation you are doing is an important first step because it can help a lot when deciding what language is best to use. Consider the main purpose of your presentation. What do you want to do?

Inform the audience

- ☐ Give people important factual information.
- ☐ Elevate understanding about a particular topic using discourse.
- ☐ The audience should understand the topic much better.

Persuade the audience

- ☐ Argue that something is preferable to something else.
- ☐ Give your opinion and support it using rhetoric and examples.
- ☐ The audience should understand and defend your standpoint after listening to you.

Sell something to the audience

- ☐ Promote a commercial product or service.
- ☐ Highlight key features, utility, and value using descriptive language.
- ☐ The audience should want to purchase your product.

Train the audience

- ☐ Teach the audience about how to do something.
- ☐ Clearly organize each step and use instructions.
- ☐ The audience should learn how to perform whatever it is you teach.

Biz Tip

After giving the purpose, also say what you're not going to do. e.g., "I'm not here to sell you anything."

Give the Purpose of Your Presentation	My goal today is to inform you about...	Today, I will argue why ... is better than...	After this talk, you will want to buy...	After today's presentation, you will know how to...
--	---	---	--	---

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Presentations

[DIALOG]



Fill in the blanks. Listen and check. Track 3-02



My goal is to

purchase

persuade

training

Juan: Are you OK? What are you working on over there?

Samantha: Oh, hey. Yeah, I'm alright. Just a little worried. I'm making this presentation, but I don't know if it's any good or not.

Juan: You want me to have a look at it for you?

Samantha: Sure, if you don't mind. That would be great.

Juan: OK. So what's this presentation for anyway?

Samantha: I want management to _____ a better program to enter our sales data into. The one we have now is really old and has a lot of problems.

Juan: Alright, so you're trying to _____ people then. In that case, I think you should get rid of this part here. You don't need to teach people how the program you're using now works.

Samantha: I thought that by _____ them about how it works, they could see why it's not good and then agree to buy a new program for us. But I guess you're right. I'm not trying to teach them. _____ argue why we need a new program.

Juan: I think a better way is to find an actual product you like, explain its features, and then argue why, in your opinion, it has more utility and value for the company.

Presentations

[VOCABULARY]



Circle the word that does not belong in each group.

- | | | | |
|---------------|---------------|------------|-----------|
| 1. commercial | advertisement | industrial | corporate |
| 2. preferable | better | good | product |
| 3. elevate | raise | see | heighten |
| 4. defend | discuss | protect | guard |
| 5. particular | unclear | exact | specific |

Presentations

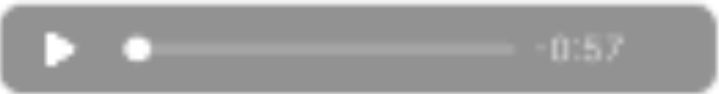
[PRACTICE]

Choose the best word to complete each sentence.

1. I'm trying to _____ why we need a new program.
a. argue b. defend c. elevate d. train
2. You should explain the _____ of the new product you want to use.
a. instructions b. discourse c. products d. features
3. You should tell management why, in your _____, the other program is better.
a. rhetoric b. opinion c. utility d. service
4. Managers want to know what kind of _____ it will have for the workers.
a. rhetoric b. discourse c. utility d. opinion
5. You have to tell them what kind of _____ a new sales program would have for the company.
a. product b. opinions c. value d. rhetoric

Presentations

Chapter 3 Lesson 2: Activity, pages 72–73 Track A3-01



Scenario:

Your manager has asked you to attend an important industry conference and watch a presentation by an influential speaker. Note down the key points from the presentation so you can report back to your boss. Consider the main purpose of the presentation and the supporting information.

Identify the main aim of the presentation	<div><div><input type="radio"/> a</div> inform the audience</div> <div><div><input type="radio"/> b</div> persuade the audience</div> <div><div><input type="radio"/> c</div> sell something to the audience</div> <div><div><input type="radio"/> d</div> train the audience</div>
Key information	<div><div></div><div></div><div></div></div>
Supporting information / other	<div><div></div><div></div><div></div></div>

Presentations - Answers in back of book

Chapter 3 Lesson 2: Activity p.114

Sample answer

Main aim of the presentation:

☺ sell something to the audience

Key information:

Remote working is an important trend. Dacia Inc.'s RemMan platform can help us improve our task monitoring of remote workers.

Supporting information / other:

Task achievement is a more important metric than how busy people look. Dacia's platform can help us measure this metric.

Meetings

01

What Makes a Good Meeting?

Learning Objectives

- To learn vocabulary related to meetings
- To recognize the sequence and structure of a meeting
- To recognize the objectives of common meeting formats



WARM-UP

1. How often do you conduct meetings in English at work?
2. When and where do those meetings take place?
3. Who do you usually meet with when you have meetings in English?

Meetings

Vocabulary

NOUNS

agenda
cancellation
digression
length
minutes
participation
refreshments
role

VERBS

attend
chair
circulate
encourage
invite
keep on track
limit
take notes
take turns
RSVP

ADJECTIVES

productive
required

Meeting Basics — A Process

Follow this process to help guarantee that a meeting is effective.

Pre-meeting planning

Specify time and location → Specify meeting length → Invite participants to attend → Assign roles (who will chair, take notes, etc.) → Clarify agenda, objectives, and purpose → Specify required preparation → Circulate information about facilities (refreshments, parking, equipment, etc.) → Provide communication channels so participants can RSVP and ask questions

Beginning

Open and welcome → Outline agenda and objectives, state procedure and roles → State meeting length → Invite opinions and questions

Middle

Check and clarify → Create a positive atmosphere → Limit digression → Keep on track → Take turns → Encourage participation → Propose ideas, ask questions → Respect other views → Concentrate on areas of agreement and disagreement → Build to decisions → Watch time

End

Fulfill objectives → Understand and summarize the result → Close

Post-meeting follow-up

Provide meeting minutes → Send results, decisions, conclusions, etc. → Make action items available → Clarify and ask follow-up questions → Specify next steps

Biz Tip

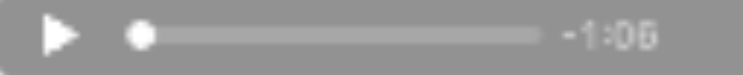
Determine the purpose of a meeting first, as it will determine the format, participants, etc.

Common Formats	brainstorming	briefing	debating / discussing	town hall
Objective	to identify and discuss a problem along with potential solutions	to give information, instructions, etc.	to debate or discuss the merits of various competing ideas	to provide an open forum for free-form discussion around a topic

Meetings

[DIALOG]

Fill in the blanks. Listen and check. **Track 1-01**



refreshments

participation

limit

town hall

Elizabeth: Did you see the memo that's circulating the office?

Bruce: Do you mean the one about attending the meeting tomorrow? Yeah, I saw it.

Elizabeth: It's our first time trying this _____-style meeting format. I'm interested to see how it will go.

Bruce: Me too. I guess we're supposed to discuss and brainstorm ideas for better sales and marketing approaches.

Elizabeth: I was planning to meet a client outside of the office tomorrow afternoon, but I rescheduled it because I really want to join this meeting.

Bruce: Yeah. But I'm curious what the level of _____ is going to be like. Will they encourage certain people to speak, or will we all take turns? I wonder how it will work.

Elizabeth: Well, with so many people attending, I guess the length of the meeting will be at least a few hours. I'm sure there will be plenty of time for everyone to participate.






Bruce: Yeah, hopefully we can all _____ digressions and keep on track so that the meeting is productive.

Elizabeth: Right. Since we will be there for a few hours, I just hope we have _____

Meetings

[VOCABULARY]






Complete each sentence with a word from the vocabulary list.

-  1. Don't forget to send tomorrow's meeting _____ out to everyone so that they know what we're going to discuss.
-  2. Please _____ by tomorrow so that we know how many people will attend.
-  3. Your _____ will be to take notes at the meeting.
-  4. Remember to _____ the marketing team to this meeting because we want to hear their ideas.
-  5. It's _____ that everybody participates and provides at least one idea at the brainstorming meeting tomorrow.

Meetings

[PRACTICE]

Match each sentence with the word that best completes it.

- | | | |
|---|---|------------------|
|  1. Did you see the memo that's ____ the office? | • | • a. productive |
|  2. Do you mean the one about ____ the meeting tomorrow? | • | • b. circulating |
|  3. Will they ____ certain people to speak? | • | • c. encourage |
|  4. Hopefully we can all limit ____. | • | • d. digressions |
|  5. Let's keep on track so that the meeting is ____. | • | • e. attending |

Meetings

ACTIVITY FILE



Scan for Audio

CHAPTER 01

Chapter 1 Lesson 1: Activity, pages 6–7

Scenario:
You are the deputy head of sales for a large corporation. You have been tasked with organizing a meeting to present the quarterly sales results. Write a memo to send to the other meeting participants to inform them about the meeting. Remember to add details about the time and place, the purpose of the meeting, the input you expect attendees to make, and any documents that are required.

New message

To

Subject

Send

A

Negotiating

01

Successful Negotiating

Learning Objectives

- To learn vocabulary related to negotiations
- To recognize best practices for negotiations
- To learn common expressions related to negotiations

WARM-UP

1. How often do you have to negotiate at work?
2. What are the things you and your company have to negotiate about?
3. What are some things you should prepare to have a successful negotiation?

Negotiating

Vocabulary

NOUNS

compromise
conflict
deal
documentation
failure
framework
interests
negotiation
priority
statement
strategy
timetable

VERBS

bargain
extend
gather
rehearse

ADJECTIVES

flexible
internal
likely
mutual

Effective Negotiations — A Checklist

Planning

☐

Read and gather pre-negotiation documentation.

☐

Know the other side's business, culture, and likely positions.

☐

Decide internal objectives, strategy, and agenda.

☐

Prepare and rehearse your opening statement.

Beginning the negotiation

☐

Establish a framework, timetable, procedure, and structure for how the negotiation will go.

☐

State your positions and stress common interests.

During the negotiation

☐

Understand and clarify the priorities of the other party.

☐

Be clear and firm while handling conflict constructively.

☐

Be flexible when bargaining and be open to compromises.

☐

Reach a position of mutual advantage.

Ending the negotiation

☐

Summarize and confirm the deal.

☐

Clarify future responsibilities.

☐

End positively.

After the negotiation

☐

Recognize successes and learn from failure.

☐

Build up and extend the new relationship.

Biz Tip

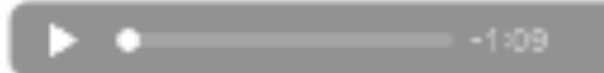
Always aim for a win-win outcome to maintain a long-lasting and mutually beneficial partnership.

38

Negotiating

[DIALOG]

Fill in the blanks. Listen and check. Track 2-01



one-sided

documentation

likely

deal

William: I have a contract negotiation coming up this week, Linda. I'd like your help preparing some of the _____. I also think it might be a good idea for you to sit in to see the procedure.

Linda: That sounds very interesting, and I'd be delighted to help. Who's the other party we're negotiating with?

William: It's with one of our suppliers. The company wants to renegotiate the contract we signed with them two years ago.

Linda: What kind of _____ did they say they're looking for?

William: Well, I didn't speak with them directly. I was just informed that they want to renegotiate their contract with us. They didn't specify much beyond that. But I think it's _____ that they want a higher fee.

Linda: What makes you think that?

William: The original contract was negotiated with a framework that was created by the old management. It's a pretty _____ deal, with most of the advantages going to us. So I'm guessing they're looking for a deal with more mutual benefits.

Linda: Well, I'm definitely looking forward to learning a bit more about how to bargain during a negotiation.

Negotiating

[VOCABULARY]

Fill in the blanks with the correct word.

strategy

advantage

timetable

priority

compromise



1. An _____ is something you have in your favor.



2. Your _____ is the first or most important thing.



3. A _____ is the schedule you hope to follow.



4. A _____ is when you and the other party both give up something to get something.



5. Your _____ is your plan for negotiating.

Negotiating

[PRACTICE]



Put the following steps in logical order (a = first, e = last).

1. _____ Establish a framework, timetable, procedure, and structure for how the negotiation will go.
2. _____ Read and gather pre-negotiation documentation.
3. _____ Summarize and confirm the deal.
4. _____ Be clear and firm while handling disagreement constructively.
5. _____ Build up and extend the new relationship.

→ *Activity File* page 107

Negotiating

CHAPTER 01

Chapter 1 Lesson 13: Activity, pages 30–31

Scenario:

Your colleague is preparing to have a meeting with some business partners in Sweden. Your colleague has asked you for some advice. From what you know about Swedish culture, they tend to be formal, punctual, and systematic, and they to keep strictly to the agenda. They find interruptions rude. Write a text message with suggestions and directions for your colleague about how to behave and communicate during the meeting.

Tip Use the database on p. 30.

So, about your upcoming meeting with our business partners from Sweden, let me make a few suggestions based on what I know about their culture.

Socializing

02 First Meetings

Learning Objectives

- To learn vocabulary related to first meetings
- To use a range of phrases for first meetings
- To learn appropriate topics for first meeting small talk

A group of four smiling professionals in an office setting. A man with glasses and a beard is in the foreground, smiling. Behind him are a man, a woman, and another woman, all smiling. They are in a modern office environment with large windows in the background.

WARM-UP

1. What should you say and do when meeting someone for the first time?
2. How often do you meet new people for work?
3. What are some appropriate topics for first-meeting small talk?

Socializing

Vocabulary

NOUNS

chance
free time
receptionist
visit

VERBS

acquaint
care for
check out
finish up
head back
look around
manage
make up

ADJECTIVES

awful
chilly
delayed
excellent
humid
miserable
overcast
scorching

First Meetings — Useful Phrases

At reception

- Hello, my name's...
- I have an appointment with...

Receptionist reply

- Please take a seat.
- I'll see if he's / she's free.

Introductions

- Welcome to...
- I don't think we've met. I'm...
- Bob, do you know Bill?

Responding to introductions

- Pleased to meet you.
- Nice to meet you. I'm...
- I didn't catch your name.

Polite offers

- May I take your coat?
- Do you need some help?
- Would you care for something to drink?

Responding to polite offers

- That's very kind of you.
- Thanks, I think I can manage.
- Tea would be great, please.
- Black coffee, thanks.

Small talk topics

Places

- Is this your first visit to...? / What do you think of...?
- Have you had a chance to look around?

Weather

- How's the weather in...?
- It's freezing / cold / chilly / warm / hot / scorching.
- It's pouring / windy / cloudy / overcast / sunny / humid / dry.
- It's awful / terrible / miserable / beautiful / excellent.

Biz Tip

Topics about appearance and personal life should be avoided. Focus on topics such as hobbies, experiences, and preferences.

Common Topics	travel	accommodations	attractions	activities	food
Examples	Have you been to...?	How's the hotel?	You should check out... if you have time.	Let's... later.	Is there anything you'd like to try?

Socializing

[DIALOG]

Fill in the blanks. Listen and check. Track 3-02



finishing up

check out

care for

managed

Jennifer: Good afternoon. My name's Jennifer O'Connell. I have an appointment with Mr. Scott Miller at 3:30.

Receptionist: Hello, Mrs. O'Connell. Mr. Miller is just _____ a conference call at the moment. Please take a seat, and I'll let you know when he's available. Alright, Mrs. O'Connell, you may go in now.

Scott: How do you do, Mrs. O'Connell? And, sorry, I didn't catch your name.

Jennifer: Oh, right. Sorry. I forgot you two haven't been acquainted yet. Mr. Miller, this is my personal assistant, Jordan Kinley.

Scott: Pleasure to meet you, Mr. Kinley. So, would you two _____ something to drink?

Jennifer: Yes, two black coffees, please.

Scott: So, if you have enough free time, I hope you can look around our beautiful city before you head back.

Jennifer: Yes, there are a few attractions we plan to _____ during our visit.






Scott: How was the flight coming here by the way?

Jennifer: It was fine. I thought I might be late because the flight was delayed by the awful weather back home. But the pilot somehow _____ to make up the time.

Socializing

[PRACTICE]

Match each sentence with the word or phrase that best completes it.

- | | | |
|--|---|------------------|
|  1. I hope you have time to ____ our beautiful city. | • | • a. visit |
|  2. Is there anything you'd like to see before you ____? | • | • b. head back |
|  3. I hope you enjoy your ____. | • | • c. awful |
|  4. Would either of you ____ a cup of coffee? | • | • d. look around |
|  5. The flight was delayed by the ____ weather back home. | • | • e. care for |

Socializing

Chapter 3 Lesson 2: Activity, pages 72–73

Track A3-01



Scenario:

Read the prompts below, listen to the speakers, and make appropriate responses.

Tip Use the useful phrases on p. 72 and add your own ideas.

1. Prompt: You work on reception for a large company. Listen to the visitor and help him find the person he is looking for.

Response:

2. Prompt: You are meeting a new potential client at her office. You find her accent a little difficult to understand.

Response:


3. Prompt: You have flown to a business partner's HQ in Lisbon, Portugal. You are now having coffee and making small talk before a meeting.

Response:

Socializing

[VOCABULARY]

Match the words that have the same meaning.

- | | |
|---|--------------------|
|  1. acquaint • | • a. introduce |
|  2. scorching • | • b. cloudy |
|  3. overcast • | • c. extremely hot |
|  4. receptionist • | • d. postponed |
|  5. delayed • | • e. secretary |