

LESSON B1 Planning



I. WARM-UP

Vocabulary

Match the words in **A** with their meanings in **B**.

A

1. simultaneous
2. business venture
3. presentation
4. second thought
5. invest

B

- a. a formal talk, often in order to sell something or get support for a proposal
- b. you use your money in a way that you hope will increase its value
- c. a start up enterprise that is formed with the expectation and plan that a financial gain will result
- d. a reconsideration of a decision or opinion previously made
- e. happen or exist at the same time

II. DIALOGUE BOX

- A:** Have you started with the construction project?
- B:** Not yet. I am still making a plan. I will have a presentation on this during the conference.
- A:** I see. Do you think you'll be able to finish it by the end of this month?
- B:** I'm halfway so I will have completed the project before then. I am doing the best I can knowing that this is a good business venture for the company.
- A:** That's a good idea. I'm sure a lot of our clients will invest on this simultaneously. I still remember the last time you had a project proposal. Everybody was impressed and majority invested without a second thought.
- B:** I do hope, many will invest on this, too.

Comprehension Check

1. When is B expected to finish the project?
2. Why is the making of the project delayed?

Planning

III. LANGUAGE BOX

Use the future perfect for an action that finishes before certain time in the future.
We will have completed the course before the semester ends.

FUTURE PERFECT

(will+have+past participle)

We will + have + completed the proposal before the end of the month.
We will + have + raised the cash flow by the end of the year.

We often use the time preposition 'by' to mean before with the future perfect.
Do you think he will + have + finished the book by the end of this month?

IV. SAY IT! There is a big project coming up for your company. The management held you responsible for the planning. What will you do before and during the planning stage?



Updating on Progress



I. WARM-UP

Vocabulary

Unscramble the letters to form a word.

1. **d a m e** - the means of communication, as radio and television, newspapers, and magazines that reach or influence people widely
2. **hurbroce** - is a magazine or booklet with pictures that gives you information about a product or service
3. **devrsiaet** - to give information to the public about
4. **rospegrs** - development
5. **atelefls** - a little book or a piece of paper containing information about a particular subject

II. DIALOGUE BOX

- A:** Have you talked with the manager about the project ?
- B:** Yes. I've already updated him about it and showed him the brochures that we are going to give to our clients,.
- A:** Does he have any questions?
- B:** He doesn't have any questions so far. He was impressed with the brochure.
- A:** I'm happy to hear that! By the way, I added 300 leaflets and assigned someone to distribute them in the malls and in places where we can get possible clients.
- B:** I think that's a good idea and if we still have enough budget we can make use of the electronic media too.

Comprehension Check

1. Has speaker B informed the manager about the project?
2. What has speaker B done?
3. What has speaker A done for the project?
4. Do you think electronic media would be a helpful tool in advertising their business?

Updating on Progress

III. LANGUAGE BOX

When we talk about progress, we often use the **present perfect with yet and already** to say which things we have done and which things we have not yet done.

*We've already planned the system of our homepage.
We haven't translated our homepage yet.*

We use the **adverbials so far and up to now** to talk about our progress until the moment we are speaking.

*We have finished the first phase of our system so far.
The artist is still making the lay out of our book up to now.*

IV. SAY IT! You have been asked to lead a marketing campaign to promote your company. There are people who are under your supervision but some of them are from other places. How will you update on progress when you do not see them everyday?



LESSON B3

How to Report Success



I. WARM-UP

Vocabulary

Complete the sentences using the words listed below.

quarter

optimistic

profit

feedback

figure

1. The management is eager to hear some _____ from the employees who joined the team building.
2. The President is _____ even with the economic recession.
3. According to the accountant, this year's _____ is doubled compared to last year.
4. The _____ for this _____ is disappointing.

II. DIALOGUE BOX

- Betsy** : Hi Brian, this is Betsy. How are you doing?
- Brian** : Fine. I've just returned from the Head Office.
- Brian** : So, How was your business trip?
- Betsy** : It was wonderful. Boston is a great city. Besides, the people in the Head Office are very welcoming.
- Betsy** : I'm happy to hear that! By the way, have you met Frank yet? He needs the figures for the last 2 quarters.
- Brian** : No, I haven't seen him yet. We have a meeting at 10 o'clock tomorrow morning. I'll give him the update then.
- Betsy** : Have you made your presentation yet?
- Brian** : Yes, I made it yesterday afternoon. I was very nervous, but everything went well.
- Betsy** : Has the management given you any feedback yet?
- Brian** : Yes, I've already met the sales director and he said he was impressed by my presentation. He added, that the management was optimistic on this new business venture.
- Betsy** : That's great Brian. Congratulations!

Comprehension Check

1. Where did Brian go on a business trip?
2. How does he find the people in the Head Office?
3. Why does Frank want to meet him?
4. What feedback did he get from the sales director?

How to Report Success

III. LANGUAGE BOX

a. **Present perfect tense Versus Simple past tense**

Present Perfect Tense –used when speaking about open or unfinished time periods

Examples:

- *The results have been satisfying so far.*
- *Sales have increased by just under 5 % since June.*
- *Our sales team has been losing effort especially hard this year.*

Past Simple Tense – used when speaking about closed or finished time periods

Examples:

- *January's figures were not that bad.*
- *Last year we sold 10 % more.*
- *Between December and January sales were good due to the benefits given at the end of the year.*

b. the use of **by**

By – used to express a change

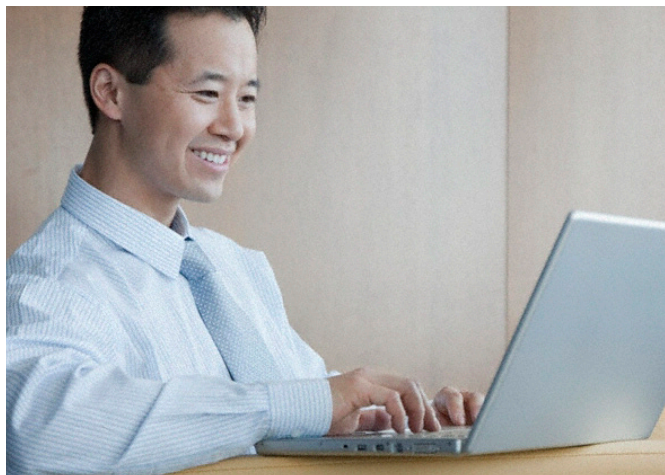
Examples:

- *Sales went down by 11%.*
- *Profits are up by \$10,000.*

IV. SAY IT! **Today you feel very optimistic about developments at work. You feel that a lot of great things have happened to you lately.**

What are three things that have happened at work in the last twelve months that you are happy about?

Why do you think great things are happening to you? Do you think you've worked hard enough?



LESSON B4

Innovation



I. WARM-UP

Vocabulary

Unscramble the words and try to guess their meanings.

1. reopw
2. glthi
3. ymoemr
4. sepcrie
5. demol

II. DIALOGUE BOX

Peter: Hello, this is Peter from AP Electronics.. I'd like to inform you that we have a new improved model of the A47. It's the A471. You'll be pleased to hear that it's much lighter and smaller, and it comes with a far bigger memory.

Chris: That sounds very interesting. The A47 is okay but we need a lot more memory power.

Peter: Yes, and I'm sure you'll be delighted to know that we can offer you a much better price!

Chris: Now, that is good news!

Peter: Yes, we think it'll be around 10% cheaper for you.

Chris: Wow! 10%!

Peter: Yes. Could I visit you this week and show you some samples?

Chris: Yes of course, I'll be free on Friday morning at around 11:00.

Peter: Okay, see you on Friday then!

Comprehension Check

1. Why did Peter call?
2. How is A47 different from A471?
3. If you were Chris, would you buy the new product? Why or why not?

Innovation

III. LANGUAGE BOX

All of these words can be used with a comparative to show a difference between two things.

LARGE

*far
much
a lot
considerably*

SMALL

*a little
a bit
slightly*

PRECISE

*five times
25%
\$15*

Examples:

1. It's far larger than the old model.
2. The gold model is slightly more expensive than the silver.
3. It's five times quicker than last year's model.

IV. SAY IT! **You are going to present the new product in your company. You are going to win over the people to buy this product.**

How will you convince the people that your product is good and is much better than the other product?



LESSON B5

Giving Feedback on a Project



I. WARM-UP

Vocabulary

Match the words with their meanings.

A

1. promote
2. facility
3. stock
4. range
5. regret
6. print out
7. data

B

- a. is the complete group that is included between two points on a scale of measurement or quality
- b. is the art of planning the best way to gain an advantage or achieve success
- c. tries to increase the sales or popularity of a product
- d. information, usually in a form of facts or statistics that you can analyze
- e. share in the ownership of a company or investments on which a fixed amount of interest will be paid
- f. is a feeling of sadness or disappointment which is caused by something that has happened or something you have not done or not done
- g. is a piece of paper on which information from a computer or similar device has been printed

II. DIALOGUE BOX

- Matt** : Okay, then. Let's see what we've got. First, perhaps we could go through sales data and the plans of activities.
- Jake** : Fine, shall I start with sales?
- Matt** : Yes, go ahead.
- Jake** : Well, sales of Asian and Middle Eastern music easily topped the rest. We could have doubled our sales if we had ordered more.
- Matt** : So next year, should we double orders for that range?
- Jake** : I think so. On the other hand, we ran out of copies of the Japanese drummers, but I've taken orders on those. Here's a printout of sales by region. And on the next page you've got sales by label.
- Matt** : Thanks. I'm surprised that we didn't take any new advance orders for next month's new releases.
- Jake** : But I think we need to make sure that our stock on the stand matches the festival's line-up of artists much better. We had no Portuguese music, and that Fado singer last night was fantastic.
- Matt** : Yes, she was. The less familiar music CDs and DVDs didn't sell so well.
- Jake** : Well, perhaps we should have had facilities to let people hear CD tracks with headphones before buying. If we'd had more listening posts, we would have sold much more this time.
- Matt** : Okay, I'll make a note of it for next time.

Giving Feedback on a Project

III. LANGUAGE BOX

Think something through – We need to think our strategy through carefully.
 Give thought to something – We must give more thought to pricing.
 Rethink something – We'd better rethink our whole strategy.

Grammar Focus:

Third Conditional - to describe past actions and express regret for not doing something in the past

a. If – explains a past possibility

Examples: If I'd known that you attended the conference,...
 If we had given them the raise ,...

b. modal verb + have + past participle – to explain what did not happen in the past

Examples: ..., I would have canceled my trip.
 ..., they wouldn't have resigned.

IV. SAY IT! You've just returned from a trip abroad where you presented your company at a conference. Explain to your boss which aspects of participation were successful in your company.

What are your suggestions for future conference participation?

