

# Contents

Introduction

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	Working with words	Business communication skills	Practically speaking	Language at work	Case study	Outcomes – you can:
<b>1</b> First impressions 6–11	First impressions <i>professionalism, reputation, innovation, etc.</i>	<b>Exchanging information</b> Introducing self by email and making a follow-up call to arrange to meet	Exchanging contact details	Present simple or continuous?	BNI – business referral network	<ul style="list-style-type: none"> <li>talk about first impressions of companies</li> <li>introduce yourself by email</li> <li>make a follow-up call</li> <li>arrange to meet a business contact</li> <li>exchange contact details</li> <li>talk about your work and your company's activities</li> </ul>
<b>2</b> Motivation 12–17	Motivation <i>incentive scheme, annual bonus, staff morale, etc.</i>	<b>Socializing</b> Starting and maintaining a conversation	Exiting a conversation	Question form review	Palmate Hellas – improving staff morale	<ul style="list-style-type: none"> <li>talk about motivation at work</li> <li>make small talk</li> <li>exit a conversation politely</li> <li>use questions to find out information and develop conversation</li> </ul>
<b>3</b> On schedule 18–23	Managing projects <i>unrealistic budget, ahead of schedule, budget constraint, etc.</i>	<b>Meeting</b> Asking for and giving an update; making and responding to suggestions	Catching up with colleagues	Past simple and present perfect?	Wolters Kluwer – investor road show	<ul style="list-style-type: none"> <li>talk about managing projects</li> <li>give an update in a meeting</li> <li>make and respond to suggestions</li> <li>catch up with colleagues</li> <li>update on current projects and activities</li> </ul>
<b>4</b> New ideas 24–29	Ideas and innovations <i>technological breakthrough, revolutionary idea, etc.</i> ; phrasal verbs	<b>Presenting</b> Presenting an idea, product or service	Thanking and responding	<i>can, could, be able to</i> – talking about present, future and past ability	Concrete canvas – the building in a bag	<ul style="list-style-type: none"> <li>talk about ideas and innovations</li> <li>present an idea, product or service</li> <li>thank someone and respond to thanks</li> <li>talk about present, past and future ability</li> </ul>
<b>5</b> Customer service 30–35	Customer service <i>courteous, sub-standard; exceed expectations, etc.</i>	<b>Exchanging information</b> Establishing and clarifying facts; promising action; referring to deadlines	Reassuring and sympathizing	Direct and indirect questions	CBE Brazilia – differing expectations of customer service?	<ul style="list-style-type: none"> <li>talk about customer service</li> <li>deal with customers</li> <li>reassure and sympathize with colleagues</li> <li>use direct and indirect questions to deal with customers</li> </ul>
<b>6</b> Ethical business 36–41	Ethical business <i>act responsibly, reduce the impact; credibility, etc.</i>	<b>Presenting</b> Explaining plans and arrangements; inviting and recommending	Responding to spontaneous invitations	Present simple and continuous, <i>going to, will</i> and other modals – talking about the future	Promoting ethical business	<ul style="list-style-type: none"> <li>talk about ethical business</li> <li>explain plans and arrangements</li> <li>invite and recommend</li> <li>respond to spontaneous initiations</li> <li>talk about the future</li> </ul>
<b>7</b> Making decisions 42–47	Personality and decision making <i>rational, instinctive; consider all the options, etc.</i>	<b>Meeting</b> Participating in a decision-making meeting	Talking about social plans	Countable and uncountable nouns; quantifiers	Cyclepods – dealing with an expansion crisis	<ul style="list-style-type: none"> <li>talk about personality and decision making</li> <li>participate in a decision-making meeting</li> <li>talk about social plans</li> <li>talk about improving services and facilities</li> </ul>
<b>8</b> Outsourcing 48–53	Outsourcing <i>offshore location; streamline operation, achieve lower overheads, etc.</i>	<b>Presenting</b> Presenting factual information; explaining cause and effect	Apologizing and responding	Active or passive?	Epam – outsourcing provider in Russia	<ul style="list-style-type: none"> <li>talk about outsourcing</li> <li>present factual information</li> <li>apologize and respond to apologies</li> <li>talk about a law or regulation in your country</li> </ul>

	Working with words	Business communication skills	Practically speaking	Language at work	Case study	Outcomes – you can:
<b>9</b> Employees 54–59	Changing jobs; <i>retaining staff</i> , <i>early retirement</i> , <i>relocation</i> ; <i>job mobility</i> , etc.	<b>Meetings</b> Negotiating solutions	Making and responding to quick requests	First and second conditionals – negotiating	GMC – help with relocation and repatriation	<ul style="list-style-type: none"> <li>talk about changing jobs</li> <li>talk about ways of keeping staff</li> <li>negotiate solutions</li> <li>make and respond to quick requests</li> <li>negotiate a temporary secondment</li> </ul>
<b>10</b> New business 60–65	Starting up in business <i>gap in the market</i> , <i>start-up capital</i> , etc.; adverb + adjective	<b>Socializing</b> Updating on work and life; asking a favour	Avoiding saying ‘no’	Present perfect simple or continuous?	Miho brings bagels to Tokyo	<ul style="list-style-type: none"> <li>talk about starting up a new business</li> <li>ask about someone’s work and life</li> <li>ask a favour</li> <li>avoid saying ‘no’</li> <li>talk about recent activities and results</li> </ul>
<b>11</b> Communications 66–71	Communications <i>collaborate with</i> , <i>access to</i> , etc.; word families	<b>Meetings</b> Explaining procedures; taking part in a teleconference	Dealing with situations on the phone	Modals – obligation and prohibition	FWZ – solving a communication problem	<ul style="list-style-type: none"> <li>talk about communications</li> <li>explain procedures</li> <li>take part in a teleconference</li> <li>deal with situations on the phone</li> <li>talk about obligations at work</li> <li>give guidelines</li> </ul>
<b>12</b> Change 72–77	Adapting to change <i>resist / react to change</i> ; <i>ambivalent</i> , etc.; phrasal verbs	<b>Presenting</b> Presenting future plans; referring to audience concerns	Being negative diplomatically	Future continuous and future perfect – talking about plans and predictions; probability	Change initiatives at Medstin	<ul style="list-style-type: none"> <li>talk about change</li> <li>present future plans</li> <li>be negative diplomatically</li> <li>talk about future activities and developments</li> <li>talk about the probability of things taking place</li> </ul>
<b>13</b> Facts and figures 78–83	Numbers and trends <i>just over</i> , <i>slightly less than</i> ; <i>rise substantially</i> , etc.	<b>Exchanging information</b> Explaining factual and numerical information	Talking about news at work	Reported speech review	MPS – advertising online	<ul style="list-style-type: none"> <li>talk about numbers and trends</li> <li>ask for and explain factual and numerical information</li> <li>talk about news at work</li> <li>report what someone has said</li> </ul>
<b>14</b> Culture 84–89	Cultural differences <i>hierarchical</i> , <i>risk-taking</i> ; <i>treat with respect</i> , etc.	<b>Exchanging information</b> Narrating past events; giving explanations	Talking about films, TV and books	Past simple, past continuous, past perfect – narrating past events	PCR – intercultural communication	<ul style="list-style-type: none"> <li>talk about cultural differences</li> <li>recount past events</li> <li>give an explanation</li> <li>talk about films, TV and books</li> <li>talk about past events in your life</li> </ul>
<b>15</b> Performance 90–95	Staff appraisals <i>monitor performance</i> , <i>address issues</i> ; <i>assessment criteria</i> , etc.; phrasal verbs	<b>Meetings</b> Discussing and evaluating performance	Putting people at ease	Third and mixed conditionals – talking about hypothetical past events; perfect modals	Overcoming business setbacks	<ul style="list-style-type: none"> <li>talk about staff appraisals</li> <li>discuss and evaluate performance at work</li> <li>make people feel relaxed</li> <li>talk about hypothetical past events</li> <li>point out alternative courses of action</li> </ul>
<b>16</b> Career breaks 96–101	Taking a career break <i>(new) perspective</i> , <i>career development</i> , <i>act as a catalyst</i> , etc	<b>Presenting</b> Presenting a personal case	Talking about taking time off	-ing form or infinitive?	Accenture – working in the community	<ul style="list-style-type: none"> <li>talk about taking a career break</li> <li>present a personal case</li> <li>talk about taking time off</li> <li>review your situation at work</li> </ul>