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**MODULE 7 PRESENTATION SKILLS**

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# UNIT 8 Business style

## Task sheet

<b>The aim of the lesson:</b>	<ol style="list-style-type: none"><li>1) Develop business-related vocabulary</li><li>2) Increase capacity to describe an idea in different ways</li><li>3) Highlight typical business-related collocations</li></ol>
<b>Language level:</b>	B2 and up



## TASK 1 Describing tendencies

The aim of this unit is to introduce business vocabulary that can be used to discuss topics, describe tendencies, and express ideas in multiple ways.

### TASK 1/A Alternatives

Using the sentence frames and words below, create sentences that are true for your company.

a) Our position in the ..... market is .....

**STRONG**                      **WEAK**                      **STABLE**                      **SOUND**

b) The market of ..... is .....

**SATURATED**                      **EXPANDING**                      **FLAT**                      **THRIVING**

c) The ..... statistics for ..... are .....

**IMPRESSIVE**                      **DISAPPOINTING**                      **ENCOURAGING**                      **POOR**

d) Our prices for ..... are .....

**REASONABLE**                      **UNCOMPETITIVE**                      **UNBEATABLE**                      **EXORBITANT**

e) Future perspectives for ..... are .....

**BLEAK**                      **PROMISING**                      **UNPREDICTABLE**                      **BRIGHT**

f) The risks our competitors face in ..... are .....

**SIGNIFICANT**                      **INCALCULABLE**                      **UNNECESSARY**                      **MINOR**

g) The cooperation with ..... were .....

**PROFITABLE**                      **PRODUCTIVE**                      **FRUITLESS**                      **SATISFACTORY**

h) The decrease in ..... was .....

**GRADUAL**                      **UNPRECEDENTED**                      **SHARP**                      **UNEXPECTED**

i) The required investment in ..... was .....

**MODEST**                      **EXCESSIVE**                      **INSIGNIFICANT**                      **UNJUSTIFIABLE**

j) The ..... in our new product range ..... is actually, quite .....

**COMPETITIVE**                      **PROFITABLE**                      **POPULAR**                      **UNMARKETABLE**

## TASK 1/B Synonyms

Find the word or words in the sentences in TASK 1/A that mean roughly the same as the words given in the table below.

Word	Synonyms
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bad	
acceptable	
very good	
big	
uncertain	

## TASK 2 Discussing processes

Business processes often proceed according to predictable protocols. Read the following short texts describing processes, and complete them with the given words.

process	place	receive	dispatch	confirm
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Jane (on the phone): Hello, Books 777. How can I help you?

Customer: Oh, good morning. I'd just like to inquire about an order I 1)..... last week. On the webpage I read you would deliver it in 3 days ...

Jane: Let me check ... Could you give me the registration number of your order?

Customer: It's 88762543.

Jane: Yes, it's here. We have 2)..... it, and 3)..... it in SMS. Have you seen it?

Customer. Oh, my ... my phone broke last week so I couldn't receive messages.

Jane: No problem. We are 4)..... it right now (it takes a little longer because of the festive period), but we'll 5)..... it tomorrow the latest.

Customer: Thanks. Good bye!

jeopardise	launch	initiate	work on	abandon
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In 2018 we 1)..... a project to raise customer awareness of our green technologies. The project was 2)..... launched in February, 2019, and we 3)..... on it intensively for 4 months, when the Covid pandemic unexpectedly 4)..... it. We were making efforts to maintain it but finally, we had to 5)..... it due to a lack of staff availability.

fire	headhunt	promote	recruit	trained
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Last year we decided to hire a PR expert to shape up our new advertising campaign. We 1)..... the right person, a young and ambitious person, and managed to 2)..... him in May. He was briefly 3)..... to have an overall view of our profile, and after he carried the world before him in the first six months, he was 4)..... to be Senior PR Manager. Unexpectedly, however, he started to undertake unnecessary risks, jeopardising the whole campaign, so we decided to 5)..... him. So, any new person in sight?

come up with	consider	submit	accept	implement
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Dear Joe,

Our partner, Green CO Ltd 1)..... the idea to organise a joint direct marketing campaign before the Christmas period. I 2)..... the proposal to our CEO. She promised to 3)..... it but did not seem very enthusiastic. Can I ask you to put in a word for this joint campaign? If it is 4)..... in October, we will still have ample time to 5)..... it. But if the process drags on, we'll simply run out of time.

I'd be happy to discuss it with you in person as well.

Best

Margot

resume	complete	break off	enter into	conduct
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I'd like to report on the negotiations we 1)..... with ArtBreak about a possible merger. We 2)..... negotiations three months ago, when downsizing was already endangering our further operations. We managed to agree on some basic principles and procedures of the merger, when the communication 3)..... as a result of management changes in ArtBreak. However, we 4)..... talks two weeks ago, and I'm happy to say that the negotiations have been 5)..... with excellent results.

renew	draw up	negotiate	terminate	breach
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Susan: Hi, Eve! have you made any progress with the Traveller contract? They have seemed to be reliable partners so far, so did we get a green light from the Legal Department to 1)..... the contract with them?

Eve: Unfortunately not, and it is so disappointing after spending months to 2)..... and 3)..... this contract. They looked ok in the first quarter, but the second quarter reports revealed that they had 4) ..... it by revealing confidential business information to a third party. So the Legal Department said we can't work with them from now on, and that the contract should be 5)..... .

Susan: Such a shame!

## Task 3 Opposite actions

It is useful to have a repertoire of verbs to describe different processes. In the following, you will find gapped sentences and opposite verb pairs. Match the verb pairs with the sentences, and write the verbs into the correct gaps.

Gapped sentences	Opposite verb pairs
1) In the current situation, the best we can do for our users is to ..... restrictions instead of ..... new ones.	a) meet – miss
2) Whether you ..... or ..... this decision, you'll have to acknowledge that our business will never be the same as it was before.	b) seize – miss
3) Think twice before ..... or ..... this offer.	c) impose – lift
4) ..... the deadlines make you seem reliable and responsible, while ..... them is an immediately visible deficit!	d) hire – dismiss
5) It takes years to ..... our reputation, but only a minute to ..... it completely.	e) accept – reject
6) ..... this opportunity now! If you ..... it, you'll never know if you have another one like this.	f) keep to – exceed
7) It is the responsibility of the Dean to ..... and ..... staff at our university.	g) adopt – abandon
8) ..... to the budget is not always the best decision. By taking a risk and ..... it in the right circumstances, you may multiply turnover.	h) phase in – phase out
9) I think it is time to ..... our old strategies and ..... new ones.	i) support – oppose
10) We are ..... the old conveyor belts at our company, and ..... a new, fully automatised system.	j) build up – destroy

### In sum

- **Business contexts have their own language and expected style, which may vary from company to company.**
- **Differences of style might refer to the level of formality, directness and insider jargon.**

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## Key

### Task 1 Discussing business

#### Task 1/B Synonyms

(Suggested answers, not all words can be categorised)

#### Word

#### Synonyms

<b>bad</b>	weak, flat, poor, disappointing, uncompetitive, bleak, fruitless, insignificant,
<b>acceptable</b>	stable, sound, encouraging, reasonable, promising, satisfactory, modest,
<b>very good</b>	strong, thriving, impressive, unbeatable, bright, significant, unprecedented,
<b>big</b>	expanding, exorbitant
<b>uncertain</b>	unpredictable, incalculable,

### Task 2 Discussing processes

Jane (on the phone): Hello, Books 777. How can I help you?

Customer: Oh, good morning. I'd just like to inquire about an order I 1) PLACED last week. On the webpage I read you would deliver it in 3 days ...

Jane: Let me check ... Could you give me the registration number of your order?

Customer: It's 88762543.

Jane: Yes, it's here. We have 2) RECEIVED it, and 3) CONFIRMED it in SMS. Have you seen it?

Customer. Oh, my ... my phone broke last week so I couldn't receive messages.

Jane: No problem. We are 4) PROCESSING it right now (it takes a little longer because of the festive period), but we'll 5) DISPATCH it tomorrow the latest.

Customer: Thanks. Good bye!

In 2018 we 1) INITIATED a project to raise customer awareness of our green technologies. The project was 2) LAUNCHED in February, 2019, and we 3) WORKED ON it intensively for 4 months, when the Covid pandemic unexpectedly 4) JEOPARDISED it. We were making efforts to maintain it but finally, we had to 5) ABANDON it due to a lack of staff availability.

Last year we decided to hire a PR expert to shape up our new advertising campaign. We 1) HEADHUNTED the right person, a young and ambitious fresh graduate, and managed to 2) RECRUIT him in May. He was briefly 3) TRAINED to have an overall view of our profile, and after he carried the world before him in the first six months, he was 4) PROMOTED to be Senior PR Manager. Unexpectedly, however, he started to undertake unnecessary risks, jeopardising the whole campaign, so we decided to 5) FIRE him. So, any new person in sight?

Dear Joe,

Our partner, Green CO Ltd 1) CAME UP WITH the idea to organise a joint direct marketing campaign before the Christmas period. I 2) SUBMITTED the proposal to our CEO. She promised to 3) CONSIDER it but did not seem very enthusiastic. Can I ask you to put in a word for this joint campaign? If it is 4) ACCEPTED in October, we will still have ample time to 5) IMPLEMENT it. But if the process drags on, we'll simply run out of time.

I'd be happy to discuss it with you in person as well.

Best

Margot

Dear Colleagues,

I'd like to report on the negotiations we 1) CONDUCTED with ArtBreak about a possible merger. We 2) ENTERED INTO negotiations three months ago, when downsizing was already endangering our further operations. We managed to agree on some basic principles and procedures of the merger, when the communication 3) BROKE OFF as a result of management changes in ArtBreak. However, we managed to 4) RESUME talks two weeks ago, and I'm happy to say that the negotiations have been 5) COMPLETED with excellent results.

Susan: Hi, Eve! have you made any progress with the Traveller contract? They have seemed to be reliable partners so far, so did we get a green light the Legal Department to 1) RENEW the contract with them?

Eve: Unfortunately not, and it is so disappointing after spending months to 2) NEGOTIATE and 3) DRAW UP this contract. They looked ok in the first quarter, but the second quarter reports revealed that they had 4) BREACHED it by revealing confidential business information to a third party. So the Legal Department said we can't work with them from now on, and that the contract should be 5) TERMINATED.

Susan: Such a shame!



### TASK 3 Opposite actions

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
c	i	e	a	j	b	d	f	g	h