

# Contents

Introduction

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	Working with words	Business communication skills	Language at work	Practically speaking	Case study	Outcomes – you can:
<b>1</b>   Connections 6–13	Describing cross-cultural experiences <i>keep an open mind, read a situation, etc.</i> <b>VIDEO</b>	Meetings Reporting back on research	Tenses review	Introducing yourself to a group	Case study Planning for expansion	<ul style="list-style-type: none"> <li>describe cross-cultural experiences</li> <li>report back on research</li> <li>use tenses appropriately</li> <li>introduce yourself to a group</li> </ul>
<b>2</b>   Careers 14–21	Comparing career paths and choices <i>move on to, keep in with, broaden your horizons, etc.</i> <b>VIDEO</b>	Meetings Managing the discussion Sharing ideas	Expressing attitudes to the past	Getting your point across	Case study Establishing a career review process	<ul style="list-style-type: none"> <li>talk about career paths and choices</li> <li>manage the discussion in a meeting and share ideas</li> <li>express attitudes to the past</li> <li>get your point across</li> </ul>
<b>3</b>   Change 22–29	Discussing working practices <i>implement, transform, give the option, etc.</i> <b>VIDEO</b>	Presenting Giving a formal presentation	Speculating about future changes	Showing understanding	Case study Planning office space	<ul style="list-style-type: none"> <li>discuss working practices</li> <li>give a formal presentation</li> <li>speculate about future changes</li> <li>show understanding</li> </ul>
<b>4</b>   Risk 30–37	Talking about different kinds of risk <i>predict, minimize, run the risk of, risk-averse, etc.</i> <b>VIDEO</b>	Telephoning Taking part in a teleconference	Referencing using pronouns	Establishing rapport and showing interest	Case study Tackling risks	<ul style="list-style-type: none"> <li>talk about different kinds of risk</li> <li>take part in a teleconference</li> <li>reference appropriately</li> <li>establish rapport and show interest</li> </ul>
<b>5</b>   Teamwork 38–45	Exploring team relationships <i>cope with, steer clear of, tread carefully, etc.</i> <b>VIDEO</b>	Negotiating Dealing with conflict	Adding emphasis using fronting, cleft sentences, adverbs, and phrases	Responding to feedback	Case study Developing a teamwork ethos	<ul style="list-style-type: none"> <li>talk about team relationships</li> <li>deal with conflict in negotiations</li> <li>add emphasis appropriately</li> <li>respond to feedback</li> </ul>
<b>6</b>   Progress 46–53	Discussing factors for success <i>look beyond ..., undergo change, boost earnings, etc.</i> <b>VIDEO</b>	Meetings Problem-solving Brainstorming ideas	Using adverbs to qualify attitudes	Using vague language	Case study Handling rapid growth and progression	<ul style="list-style-type: none"> <li>discuss factors for success</li> <li>solve problems and brainstorm ideas during meetings</li> <li>use adverbs to qualify attitudes appropriately</li> <li>use vague language</li> </ul>

**VIDEO** : This section of the unit has a video clip linked to the topic.

	Working with words	Business communication skills	Language at work	Practically speaking	Case study	Outcomes – you can:
<b>7</b> Learning 54–61	Talking about training and learning <i>performance management, skills deficit, generic training, etc.</i> <b>VIDEO</b>	Telephoning Communication strategies	Using participle clauses and 'the future in the past'	Expressing dissatisfaction	<b>Case study</b> Tackling the skills shortage	<ul style="list-style-type: none"> <li>talk about training and learning</li> <li>use communication strategies on the telephone</li> <li>use participle clauses and 'the future in the past' appropriately</li> <li>express dissatisfaction</li> </ul>
<b>8</b> Performance 62–69	Discussing employer / employee expectations <i>make a contribution to, seek out opportunities ... , etc.</i> <b>VIDEO</b>	Presenting Giving an impromptu presentation	Using questions	Dealing with difficult questions	<b>Case study</b> Increasing staff and customer satisfaction	<ul style="list-style-type: none"> <li>talk about employer / employee expectations</li> <li>give an impromptu presentation</li> <li>use questions effectively</li> <li>deal with difficult questions</li> </ul>
<b>9</b> Resources 70–77	Talking about resources <i>knowledge base, sustainability, return on investment, etc.</i> <b>VIDEO</b>	Meetings Discussing options and reaching decisions	Using conditionals	Dealing with misunderstandings	<b>Case study</b> Starting a CSR project	<ul style="list-style-type: none"> <li>talk about resources</li> <li>discuss options and reach decisions in meetings</li> <li>use conditionals effectively</li> <li>deal with misunderstandings</li> </ul>
<b>10</b> Leadership 78–85	Talking about leadership styles <i>collaborative, people-focused, etc.</i> <b>VIDEO</b>	Meetings Giving a briefing on change	Distancing and depersonalizing using the passive	Expressing personal views	<b>Case study</b> Dealing with the challenges of leadership	<ul style="list-style-type: none"> <li>talk about leadership styles</li> <li>give a briefing on change at a meeting</li> <li>use the passive to depersonalize and distance yourself from information</li> <li>express personal views</li> </ul>
<b>11</b> Values 86–93	Talking about values <i>hold ourselves accountable to, etc.</i> <b>VIDEO</b>	Negotiating Reaching agreement	Using inversion for emphasis	Raising a difficult point	<b>Case study</b> Developing ethically-responsible policies	<ul style="list-style-type: none"> <li>talk about values</li> <li>reach an agreement in a negotiation</li> <li>use inversion for emphasis</li> <li>raise a difficult point</li> </ul>
<b>12</b> Persuasion 94–101	Talking about how we are persuaded and influenced <i>appeal to, be taken in by, aspirational, etc.</i> <b>VIDEO</b>	Presenting Selling an idea	Using discourse markers	Giving and responding to compliments	<b>Case study</b> Initiating an expansion programme	<ul style="list-style-type: none"> <li>talk about persuasion</li> <li>give a presentation to sell an idea</li> <li>use discourse markers appropriately</li> <li>give and respond to compliments</li> </ul>

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