

B2–C1

upper-intermediate to advanced

Business Impact 2.1

Modules A, B and C

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Business Impact

This innovative modular business English course covers two levels B1-B2 (intermediate to upper-intermediate) and B2-C1 (upper-intermediate to advanced) in six books (print + digital). Each of the six books comprises three modules, A, B and C. All modules are also available as stand-alone digital modules.

All **A Modules** have a strong focus on **personal encounters**, all **B Modules** focus primarily on **day-to-day business** and all **C Modules** focus on **business results**.

Modules can be chosen individually to suit the level, interests and requirements of classes, allowing full flexibility and control in terms of content and progress.

Welcome to **Business Impact 2.1** **Module A**

Business Impact 2.1.A is the A Module from *Business Impact 2.1*.

This module focuses on **personal encounters in the business world** and will help you talk confidently about your job and master intercultural situations.

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Welcome to **Business Impact 2.1** **Module B**

Business Impact 2.1.B is the B Module from *Business Impact 2.1*.

This module focuses on **day-to-day business** and will help you master the scheduling and management of meetings.

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Welcome to **Business Impact 2.1** **Module C**

Business Impact 2.1.C is the C Module from *Business Impact 2.1*.

This module focuses on **business results** and will help you become proficient in making forecasts & predictions.

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Making the *right* impact

Agenda

- › Making an impact when introducing yourself in a group
- › Using (past) tenses confidently to talk about your work



› Small talk

Start the session by chatting with a partner for a few minutes about what you did at the weekend. Your conversation can, of course, move on to other topics that come up naturally. Use the following phrases in your conversation.

Sounds like you must have been pushed for time!

Sounds like you were rushed off your feet!

Is that something you do on a regular basis?

Tip

A quick chat at the beginning of every English class is a great opportunity to practise and improve your small talk skills.

› Down to business

1 Refer to the image above and discuss the following questions in class.

1. In your opinion, what are the most important things to mention when introducing yourself to a new group of colleagues and / or business partners at a meeting?
2. What kind of things wouldn't you mention when introducing yourself to a new group of colleagues and / or business partners? Why?

2a When was the last time you had to introduce yourself in a round table session? What information did you give?

A.01

2b You are going to listen to six people introducing themselves at a meeting. Note down key information about each of them as you listen.

Business Impact

Taking notes in a round table introduction session will help you listen more attentively and provide you with important information about the person which could be useful at a later date.



Mark



Inga



Tom



Susan



Sam



Elena

2c Use your notes and consider the following questions. Then discuss your opinions in class.

1. What do we learn about each person?
2. What information was missing in your opinion? What might have been more useful in your opinion?
3. Who do you think introduces themselves most and least effectively? Why?



Enjoy watching this video clip.

A.1

3a Focus on tenses and function: Match each of the sentences 1 - 6 to its function a), b) or c).

Sentences

1. I've been working here for about ten years now.
2. I used to work in customer services and then I was in sales for a few years.
3. I've just joined the company.
4. Just recently we won a huge contract with MPD.
5. Prior to that, I used to work for our main competitor.
6. In the past we had too much variety.

Functions

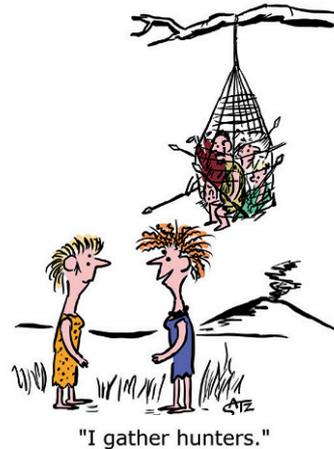
- a) Describes what a person did in the past but no longer does.
- b) Describes an event that took place in the past, often at a specific time.
- c) Describes how long a person has done or has been doing something.

3b Which tense or form is used for each of the functions? Write a, b or c.

- simple past used to present perfect simple or progressive

3c Write a brief 'spoof' introduction for yourself using each of the tenses in task 3b. Make your sentences as humorous as possible! Then briefly introduce yourself to the class using your sentences.

My name's Fred Flintstone. I used to be a hunter. Then I worked as a toolmaker, but since January I've been working as a head hunter.



4 Focus on *present perfect simple* and *present perfect progressive*: Read the information in the table and complete the headings with *simple* or *progressive*.

Present perfect _____

| | |
|-------------------------|--|
| Focus | › generally on an end result |
| Emphasis | › The activity itself is not as important as the result. › The activity may be finished. = "I've read the report." (I've finished reading it.) |
| Dos & Don'ts | › Use with <i>ever</i> and <i>yet</i> in questions meaning 'any time before now' and with <i>never</i> and <i>not ... yet</i> in statements. › Use with 'state' verbs such as <i>know</i> , <i>understand</i> , <i>agree</i> , <i>disagree</i> etc. |

Present perfect _____

| | |
|-------------------------|--|
| Focus | › generally on longer, repeated actions |
| Emphasis | › The continuous or continuing action is emphasised. › The activity is still ongoing. = "I've been reading the report." (I haven't finished reading it yet.) |
| Dos & Don'ts | › Use to talk about something you've been doing but haven't finished yet. › Don't use with 'state' verbs such as <i>know</i> , <i>understand</i> , <i>agree</i> , <i>disagree</i> , etc. › Don't use in statements with <i>never</i> and <i>not ... yet</i> meaning 'any time before now'. |

5a Now look at the examples below and discuss whether and how the use of the *simple* or *progressive* form changes the emphasis. Both versions are grammatically correct!

- | | |
|--|---|
| 1. a) I've been working here for ten years. | 3. a) I've spent a lot of time in Brazil. |
| b) I've worked here for ten years. | b) I've been spending a lot of time in Brazil. |
| 2. a) We've focussed on expanding business into the Mexican market. | 4. a) I've been dealing with the shipping issues the world is currently experiencing. |
| b) We've been focussing on expanding business into the Mexican market. | b) I've dealt with the shipping issues the world is currently experiencing. |

5b Use the *present perfect simple* or the *present perfect progressive* of the verbs in brackets to complete these sentences. Where both forms are possible, decide which form you feel is more appropriate. Compare and discuss your answers in class.

- You're late. The meeting (start) _____ already.
- We (work) _____ on a new prototype, but we (find) _____ the best solution yet.
- Over the last few years we (diversify) _____ into new areas.
- Prices (increase) _____ rapidly this quarter.
- We (consider) _____ all the options and (decide) _____ to stop production as soon as possible.
- (you / ever / work) _____ in the USA?

A.02 6a Listen to a podcast giving advice about round table introductions. Make notes.

6b Which of the points did you find most useful? What further advice would you give?

6c Make notes about yourself which you can use when introducing yourself to colleagues and / or clients. Follow the advice given in the podcast.

6d In groups / In class. Introduce yourselves in a round table introduction session using your notes from task 6c.

› Review and AOB

Review what you have learned in this session:

- Give an example from your work biography using the *simple past*.
- Give an example using *used to* to talk about a work role you no longer have.
- Give (work-related) examples of the correct use of the *present perfect simple* and *progressive*.

› Final feedback

What did you find most useful in this session? Tell the class. Any questions?

1 Read the following article about round table introductions.



Business Impact

ROUND TABLE Introductions

Whether you love them or hate them, Round Table Introductions, somehow manage to make their way to the top of many a meeting agenda. They can be tedious, but they can also offer a fantastic opportunity to find out about your new business partners, sometimes not so much by what they say, but by how they say it.

Let's take a look at some typical characters! For a start, there are those people, who not only love meetings, they love introducing themselves! Give them an inch and they take a mile, so when you give everyone two minutes for their introduction, these participants will gladly take ten. They like to talk ... and talk ... and talk. I call them the **Self-Promoters**, and they're utterly convinced that everyone is as interested in them as they are in themselves!

At the opposite end of the scale there are the **Procrastinators**. These are the colleagues who notoriously leave everything to the last minute. When everyone else is ready to introduce themselves, they're still adding notes to their presentation or sorting documents or getting their laptop set up. Whatever. So, when it comes to their turn to introduce themselves, the procrastinators barely take the time to say their

name, let alone their position, before passing the ball on to the next person at the table, so they can go back to whatever they still need to do!

Then, of course, there are the **Lollywaggers!** (in case you're wondering: it's slang, meaning a person who fools around and wastes time). In terms of meetings, these are the people who will go to any meeting they're invited to, just to avoid getting down to any 'real' work. As a practised meeting-goer, and even if they have no real contribution to make, lollywaggers will manage to introduce themselves in such a way, that everyone has the impression they are definitely of vital importance to the proceedings.

And finally we have the **Timekeepers**. These people are very direct, and exceedingly well-organised. As sticklers for keeping time, they stick to the time allotted religiously, and they expect you to stick to the agenda at all times. When they introduce themselves, you'll get a concise, potted CV with no frills attached.

You might be surprised to hear it, but, in actual fact, I am convinced that round table introductions can add real value to meetings. If done well, they're an ideal way to break the ice, and they provide a unique opportunity to get to know a new team in a short space of time. Something, that can be especially important when clients or colleagues are not located close to each other.

Magazine

2 What are the key characteristics of the four personality types mentioned?

- a) **The Self-Promotor** _____

- b) **The Procrastinator** _____

- c) **The Lollywagger** _____

- d) **The Timekeeper** _____

3 What do you understand by the following terms? Write a definition of your own, before checking an online source. What is the equivalent in your language?

- a) Give them an inch and they take a mile. (paragraph 2)
- b) a concise, potted CV (paragraph 5)
- c) with no frills attached (paragraph 5)

4 Focus on adverbs: Find the following phrases in the article and add the missing adverbs. Think of at least one other adverb which you could use as an alternative in each case.

- a) When you give everyone two minutes for their introduction, these participants will _____ take ten.
- b) They're _____ convinced that everyone is as interested in them as they are in themselves!
- c) These are the colleagues who _____ leave everything to the last minute.
- d) These people are very direct, and _____ well-organised.
- e) ... they stick to the time allotted _____.

Tip

Using adverbs makes your language more vivid and interesting, and can help your business partners connect better with what you are saying.

Alternative adverb(s):

5 Optional extra: Write a description of another typical meeting character. Use appropriate terms and adverbs to make your description more vivid and interesting. Share your description with the class in the next session.