

## Working with words

### 1 Match 1–8 to a–h.

- 1 As we planned the project, we discussed how our resources \_\_\_\_
- 2 The public were asked if it was important to them how our company was \_\_\_\_
- 3 The project was over budget and it was clear that resources had been seriously \_\_\_\_
- 4 The project leader resigned after allegations that he had squandered \_\_\_\_
- 5 If the CSR programme is to work, there needs to be careful consideration which resources should \_\_\_\_
- 6 The company was criticized for its waste, so a committee was set up to establish how best to \_\_\_\_
- 7 The newspaper article questioned whether our resources were \_\_\_\_
- 8 Financially, the company was in difficulties, so consultants looked at ways \_\_\_\_

- a mismanaged.
- b of maximizing resources.
- c optimize resources.
- d being put to good use.
- e utilizing its resources.
- f resources.
- g would be best allocated.
- h be deployed.

### 2 Complete sentences 1–7 with words from the list.

corporate accountability track record  
assets bottom line knowledge base

- 1 I really believe in the importance of \_\_\_\_\_ – companies have to show some kind of responsibility for their own actions.
- 2 I don't think we can rely on Piet to manage the project successfully. Do you remember the disaster with the last project? He doesn't have a great \_\_\_\_\_ for this kind of thing.
- 3 We've invested a lot of money in training and we're now seeing the benefits – we've built up an excellent \_\_\_\_\_ within the company.
- 4 Our company owns a lot of land and this is one of our most secure \_\_\_\_\_.
- 5 When you work for an insurance company, you know that natural disasters can have a really negative effect on the \_\_\_\_\_ of the company.

### 3 Complete this email with phrases from the list.

short-term profit drain on resources  
return on investment market value  
cost-benefit analysis long-term viability  
competitive advantage quantifiable data

**To:** a.santos@bhi.com  
**From:** v.kierly@bhi.com  
**Subject:** In-house CSR project / PR position

Hi Alex

We've discussed the CSR proposal and these are our suggestions and concerns.

Before any scheme is chosen, a detailed <sup>1</sup>\_\_\_\_\_ has to be carried out to ensure the project won't be a <sup>2</sup>\_\_\_\_\_ and finances. In order to get the shareholders on our side we have to be able to show immediate results – they'll want to see some <sup>3</sup>\_\_\_\_\_ from this project. This will be easier if projections show a good <sup>4</sup>\_\_\_\_\_, say within a three-year period. Our report needs to include <sup>5</sup>\_\_\_\_\_ – the shareholders will expect to see some facts and figures. From a PR point of view, the CSR issue is one we must address as it will boost our overall <sup>6</sup>\_\_\_\_\_. As this particular project is our first, we must check its <sup>7</sup>\_\_\_\_\_ carefully, so that we can be sure of a positive effect on our reputation in the future. We're not aware of any similar projects by our competitors, so potentially this could give us a real <sup>8</sup>\_\_\_\_\_.

Let me know when you would be available for a follow-up meeting about this.

Regards  
Verena

## Business communication skills

### 1 Tara and Amal are discussing strategy and the resources available to them. Choose the correct answer to complete their conversation.

**Tara** So our aim is to improve our reputation. <sup>1</sup>\_\_\_\_\_ we need to focus on improving more than just our product.

**Amal** Exactly – we can't just focus on one area. <sup>2</sup>\_\_\_\_\_, which means addressing everything that affects our image.

**Tara** Right. We could start with our physical resources.

Look at the state of our offices – they're old and run down.

**Amal** So you think we should find new premises? That could be really expensive.

**Tara** Good point. <sup>3</sup>\_\_\_\_\_

**Amal** No, I don't think we could.

Tara Then maybe it would be best to update and renovate our current offices.

Amal Possibly, but remember – <sup>4</sup> \_\_\_ for this improvement programme – we should think about other issues too. People, for example. We need to retain our best staff members and try to attract new people.

Tara Yes, but <sup>5</sup> \_\_\_ attract the best people if we can't even offer them a modern office to work in.

Amal Maybe you're right. So <sup>6</sup> \_\_\_ our staffing problems could disappear.

Tara Well, I think it would help.

Amal I think so too. <sup>7</sup> \_\_\_ – we'll start looking into the costs of redecorating and modernizing the offices.

Tara That sounds like a good idea. But before we go ahead with that, <sup>8</sup> \_\_\_?

Amal Yes – what about our actual processes ...?

- 1 a We have a number of options,  
b Looking at it from a long-term perspective,
- 2 a I think we need to look at the bigger picture  
b We have to bear in mind the long-term viability
- 3 a I think our options are quite clear here.  
b Realistically, would we be able to finance this strategy?
- 4 a we have a number of options  
b we're in a really strong position
- 5 a provided we  
b there's no point in trying to
- 6 a I'm not sure that would work,  
b assuming we decided to renovate the offices,
- 7 a Right. So we're decided.  
b I'm not sure that would work.
- 8 a how would it work if we continued tomorrow?  
b are there any other points to consider?

**2 Put the words in *italics* in the right order to complete these sentences.**

- 1 Let's be positive – *we / work / provided / together / all* \_\_\_\_\_, we can still meet our deadline.
- 2 Well, *hold / we / assuming / decided / to* \_\_\_\_\_ the next team meeting in Brussels, we could also take the opportunity to look at some office buildings to rent next year.
- 3 It seems manageable, but we *long-term / mind / have / bear / in / viability / to / the* \_\_\_\_\_ of this project.
- 4 Look, *going / no / we / meeting / don't / with / there's / ahead / point / this / if* \_\_\_\_\_ have any of the key decision-makers here today.

## Language at work

**1 Match 1–10 to a–j.**

- 1 If we appear to have green credentials, \_\_\_
  - 2 If I remembered to copy you in on the email, \_\_\_
  - 3 If we raise dividends, \_\_\_
  - 4 We'll be able to minimize damage \_\_\_
  - 5 In their culture, if you're introduced to someone, \_\_\_
  - 6 We may lose market share \_\_\_
  - 7 If everyone turned off their computer at night, \_\_\_
  - 8 If we don't start providing incentives, \_\_\_
  - 9 If I had taken the job at Kurwenal, \_\_\_
  - 10 If he's been at work all night, \_\_\_
- a you should have got it some time yesterday.
  - b you shake hands with them.
  - c providing you stick to the measures I've put in place.
  - d we would save the equivalent of two directors' salaries.
  - e ethically-minded customers are more likely to buy our products.
  - f I would never have met my wife.
  - g we keep shareholders happy.
  - h no one will want to move to the new offices.
  - i his concentration probably won't be 100%.
  - j if Kirput and Sinderzy merge.

**2 Correct these sentences using the clues in brackets.**

- 1 If I know Chris's email address, I'd give it to you. (I don't know it.) \_\_\_\_\_
- 2 If we disagreed, we say so. (This is how it worked in my last job.) \_\_\_\_\_
- 3 If John turns up on time, I am amazed. (It's very unlikely.) \_\_\_\_\_
- 4 If we hadn't changed suppliers, we wouldn't had so many outstanding orders. (We have a lot of them.) \_\_\_\_\_
- 5 If the directors have had a pay rise last year when we had our bonuses cancelled, a lot of people would have left the company. (The directors didn't have a pay rise and people didn't leave.) \_\_\_\_\_
- 6 If they would offer you the job, would you take it? (It might happen.) \_\_\_\_\_

