



Fluency Space

HOW TO USE

**ENGLISH VERB
TENSES IN BUSINESS**

**200+ DIAGRAMS
FOR PERFECT PROFESSIONAL ENGLISH**

ADVANCED SELF-STUDY BOOK

DAVID COX

How to Use English Verb Tenses in Business by David Cox

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Contents

Introduction.....	4
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Talking about the Present

Lesson 1 Present Simple or Present Continuous.....	5
1.1 In Business Contexts.....	6
1.2 Charts and graphs.....	14
1.3 Words not used in continuous forms.....	18
1.4 Be careful when reading news headlines.....	26
Exercises.....	28

Talking about the Future

Lesson 2 Future Tenses.....	29
2.1 Making Spontaneous decisions.....	30
2.2 Making future plans.....	36
2.3 Making future promises and offers.....	43
2.4 Making future predictions.....	46
2.5 Future Tenses with 'when' / 'as long as'.....	51
Exercises.....	57

Mixing Verb Tenses

Lessons 1-2 Mixing Present and Future Tenses.....	58
Exercises.....	63

Talking about the Past to the Present

Lesson 3 Present perfect or Past Simple.....	64
3.1 Individual Events in Business Contexts.....	65
3.2 Present perfect with ' <i>Have you ever?</i> '.....	88
3.3 Present perfect or past simple with ' <i>never</i> '.....	90
3.4 Present perfect with ' <i>yet</i> '.....	92
3.5 ' <i>Have you seen him today?</i> '.....	98
3.6 Be careful when reading news headlines.....	103
Exercises.....	105
3.7 For Repeating events.....	106
Exercises.....	116

Lesson 4 Tenses with 'for', 'since' and 'how long'.....	117
4.1 'for' or 'since'?.....	119
4.2 'since' in Business Introductions.....	120
4.3 'for' / 'How long' in Business Introductions...	125

Lesson 5 Present Perfect or Present Perfect Continuous.....	141
5.1 Long Term Events.....	142
5.2 How Many Times?.....	144
5.3 Is the Activity Still Continuing?.....	152
5.4 Charts and Graphs.....	158
Exercises.....	162

Contents

Talking about the Past

Lesson 6	Past Simple or Past Continuous?.....	163
6.1	Do we really need past continuous?.....	165
6.2	Interruptions with 'when'.....	168
6.3	Interruptions with 'until'.....	171
Lesson 7	Past Simple or Past Perfect.....	173
7.1	When to use Past Perfect.....	174
7.2	Business Uses of Past Perfect.....	178
Lesson 8	Past Continuous or Past Perfect Continuous.....	184
8.1	When to use each tense.....	185
	Exercises.....	194

Future from the Past

Lesson 9	Future from the past.....	195
9.1	When to use it.....	196
9.2	Future Offers from the Past.....	198
9.3	Spontaneous Decisions.....	202
9.4	Future Plans from the Past.....	203
9.5	Future Predictions from the Past.....	208

Indirect speech

Lesson 10	Indirect Speech.....	213
10.1	Main Verb Tenses with Indirect Speech.....	214
10.2	Business Contexts.....	215
	Exercises.....	219

Passive Voice

Lesson 11	Passive Sentences.....	220
11.1	Passive Sentences in Different Tenses.....	221
11.2	Passives for Actions taken by Authorities.....	223
11.3	Passives for Actions taken by your company..	229
11.4	Be careful when reading news headlines.....	233
	Exercises.....	235

Hypothetical Sentences

Lesson 12	1st Conditional.....	236
12.1	Forms of 1st Conditional.....	237
12.2	Business Contexts.....	239
Lesson 13	2nd Conditional.....	243
13.1	Forms of 2nd Conditional.....	246
13.2	Business Contexts.....	248

Contents

Lesson 14	1st Conditional or 2nd Conditional.....	252
14.1	What is the difference?.....	253
14.2	Business Contexts.....	256
	Exercises.....	262
Lesson 15	3rd Conditional.....	263
15.1	Forms of 3rd Conditional.....	265
15.2	Business Contexts.....	267
Lesson 16	Mixing 2nd and 3rd Conditionals.....	270
16.1	Forms of Mixed Unreal Conditionals.....	271
16.2	Business Contexts.....	273
	Exercises.....	277

Mixing Verb Tenses

Mixing Conditional and non-Conditional sentences.....	278
--	------------

Lesser Used Tenses

Future Perfect.....	283
Forms and Business Contexts.....	284
Future Perfect Continuous.....	286
Forms and Business Contexts.....	287

Future Continuous.....	290
Forms and Business Contexts.....	291

Mixing Verb Tenses

Mixing all tenses.....	296
Exercises.....	302

Answers to exercises.....	303
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Introduction

Many thanks for buying my book!

My name is David, and I am a professional English teacher and linguistics graduate from the UK. I have been teaching advanced English to professionals both online and in-person for over 10 years. During this time I have taught CEOs, managers, directors, designers, finance professionals from countries all around the world.

From my extensive teaching experience and knowledge of the English language, it is clear that the main grammatical difficulty that all learners of English encounter is that of verb tenses. Sometimes this difficulty can cause changes in meaning, especially in some important business contexts such as business introductions, which is where this book can help.

Who the book is for:

This book is for people who want to boost their confidence and sound more professional in speaking and writing.

The aim of this book is

1. To take English learners on a journey through how each tense is used in simple, clear diagrams
2. To show how each tense can be used in business
3. To show how it tenses can be effectively mixed together

The book is split into 16 lessons, all of which focus on comparing specific verb tenses. I have tried to limit the text as much as possible, whilst still having detailed enough explanations to make everything clear. I have also tried to make all the visuals as 'attractive' as possible, as I believe that this is important in encouraging learners to internalise them.

The idea of each lesson is to take the learner on a journey of how to use each tense effectively. The lessons are all focused on business contexts which professionals need to use regularly, as well as areas where it is common to make mistakes which change the meaning.

As the book progresses, there are more and more visuals to show 'Mixing Verb Tenses', which are all examples of sentences using multiple tenses. I believe that this is important in helping learners to use these tenses in wider contexts, and to demonstrate that learners have a freedom to improvise with their active speaking.

Most lessons come complete with exercises, which are important to try not only for practice, but also to see each tense used in as wide a variety of contexts as possible. This is absolutely essential for boosting your confidence to use these tenses. I hope you enjoy the book, and I hope you find it useful!

Lesson 1:

Present Simple or Present Continuous

I do or I am doing

Lesson 1.1 - Business Contexts

Lesson 1.2 - Charts and Changes

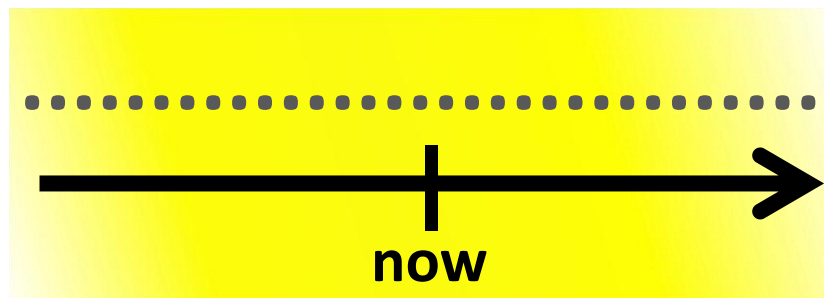
Lesson 1.3 - Words not used in Continuous Forms

With present simple and present continuous, we can actually just think of 1 rule. We will see how we can use this rule across all contexts..

I work at a law firm.

Present simple

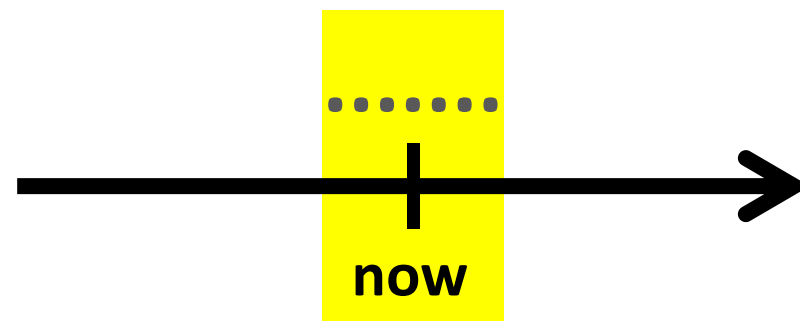
for facts and general / long-term situations



I am working on a new project.

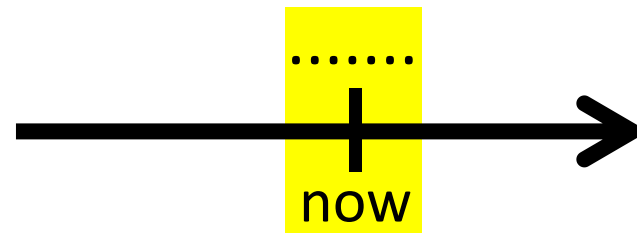
Present continuous

for temporary / short-term situations



We use present continuous with anything that is temporary. This means that it is very often used to talk about something you are temporarily working on, even if you are not doing it right now:

I am doing



We ~~try~~ are trying to come up with a name for the new product.

I ~~study~~ am studying for my exam next month.

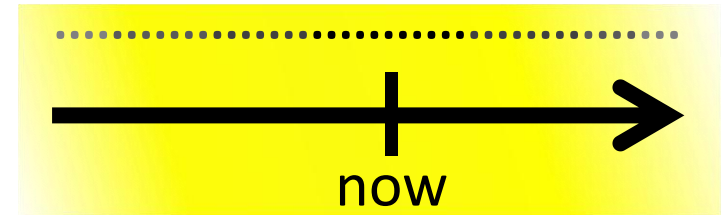
The company ~~hire~~ are hiring new staff at the moment.

We ~~prepare~~ are preparing for the monthly closing next week.

We often use present simple and present continuous together to talk about your permanent job position and then your current project:

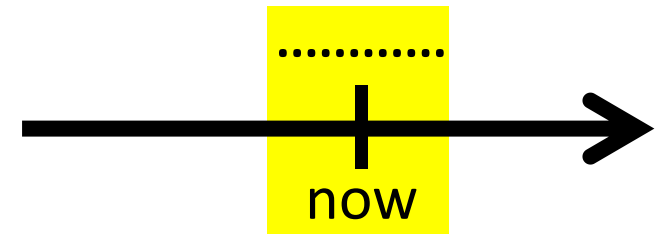
I develop websites and apps.

Present Simple to talk about a general, long-term situation



I am currently developing a new app for our clients.

Present Continuous to talk about a present temporary situation



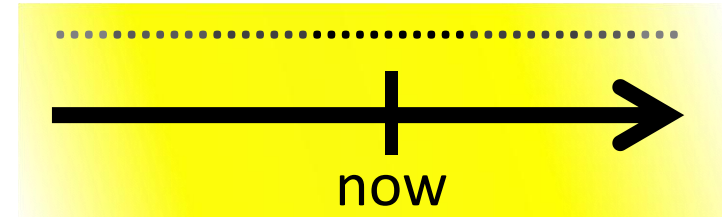
Other Examples: *I oversee all processes in the company. I am currently overseeing the new product launch.*

When we talk about things happening right now, we also use present continuous. These are also temporary situations:

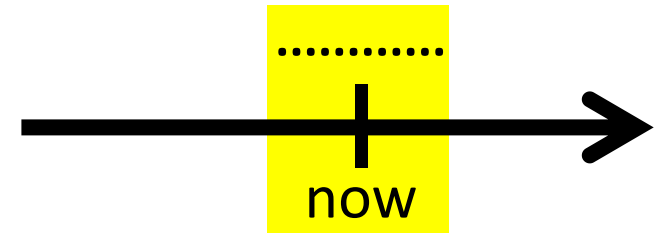
Apologies, we don't normally have technical problems,

but we are experiencing some connection issues at the moment.

Present Simple to talk about a general, long-term situation



Present Continuous to talk about a present temporary situation



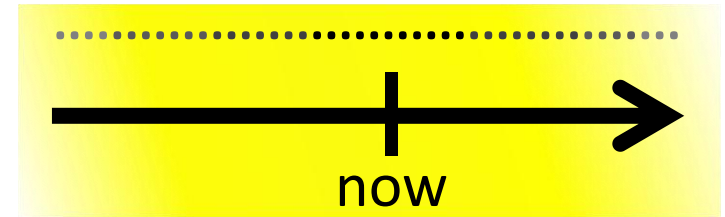
Other Examples:

Normally it is very sunny here, but it is raining today.

I don't normally like seafood, but I'm really enjoying these shrimps.

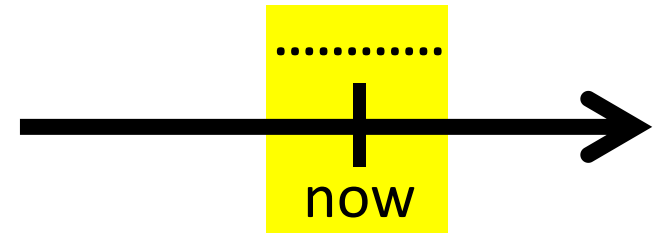
I live in Madrid,

Present Simple to talk about a general, long-term situation



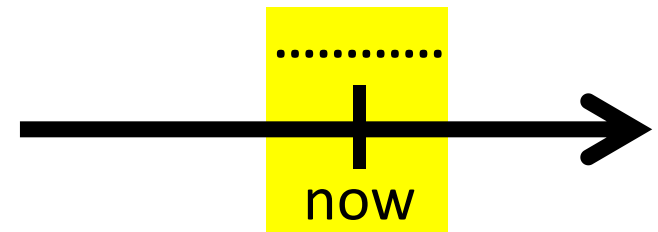
but my husband is living in Finland for a year

Present Continuous to talk about a present temporary situation



because he is working there on a company project.

Present Continuous to talk about a present temporary situation

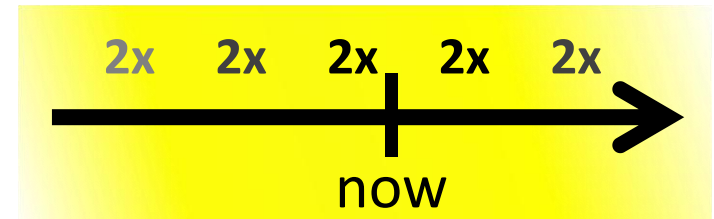


We also follow exactly the same rule with habits, which can also be long term or just temporary:

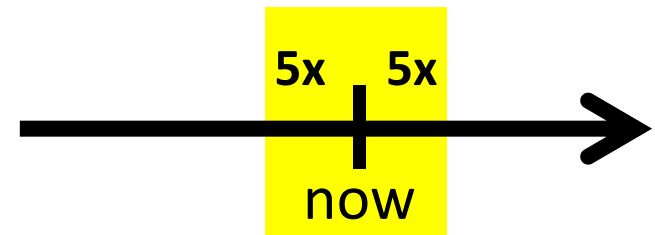
Normally, we only meet 2 times per week to discuss the product,

but we are currently meeting 5 times per week to prepare for next month's final launch.

Present Simple to talk about a general, long-term habit



Present Continuous to talk about a present temporary habit

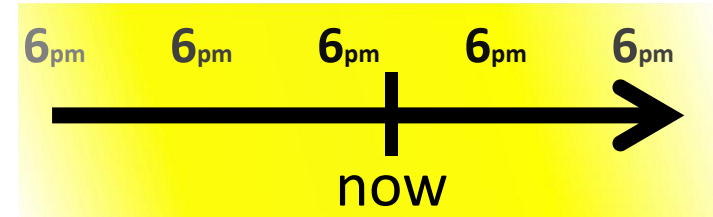


Other Examples:

I normally go to the gym 2 times per week, but I'm currently going every day in order to get fit for next month's marathon.

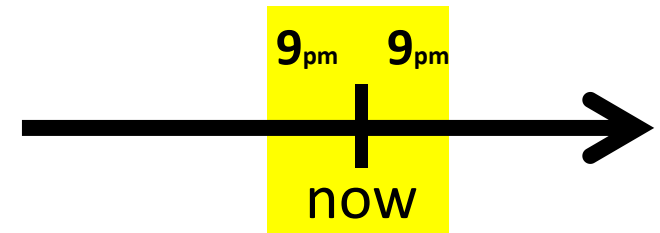
I normally finish work at 6pm,

Present Simple to talk about a general, long-term habit



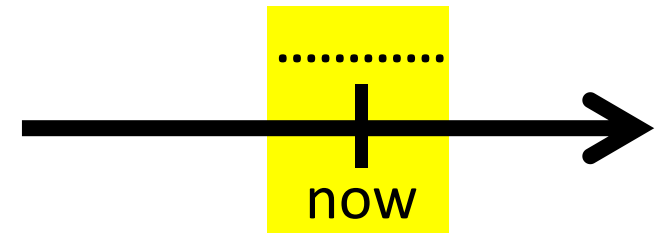
but I'm currently finishing at 9pm,

Present Continuous to talk about a present temporary habit



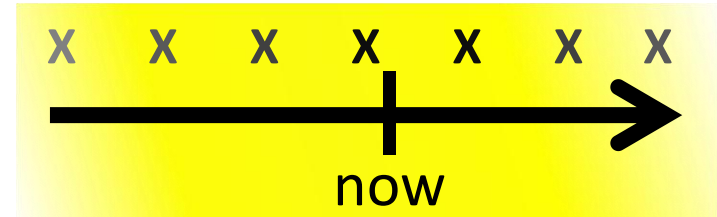
because we are preparing for a big company event next week.

Present Continuous to talk about a present temporary situation



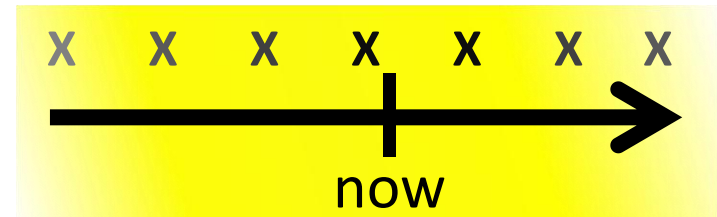
Whenever I am in London

Present Simple to talk about a general, long-term habit



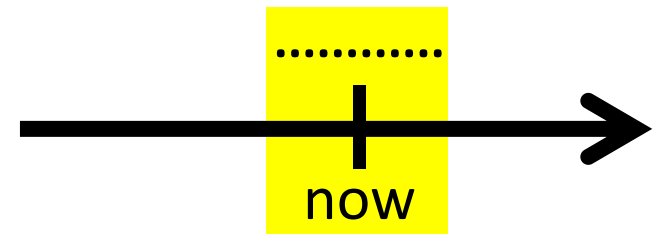
I usually stay at the hotel opposite King's Cross station,

Present Simple to talk about a general, long-term habit



but I'm currently staying at the one opposite the conference centre.

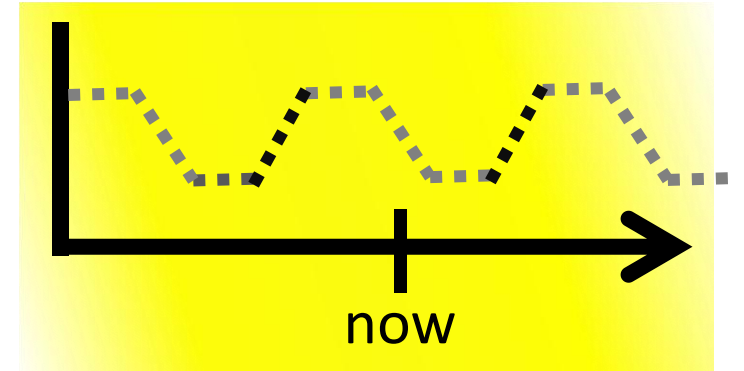
Present Continuous to talk about a present temporary situation



Profits usually increase every summer.

Present Simple

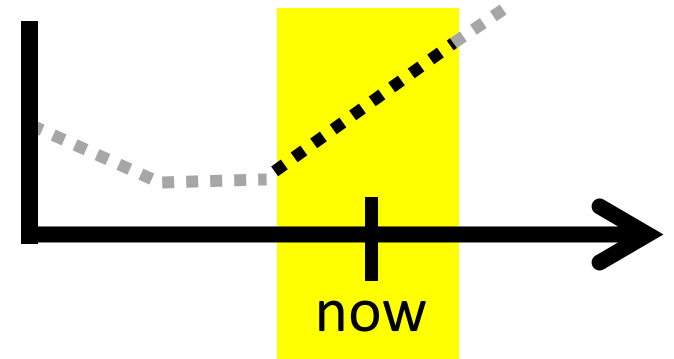
is used for long-term, repeating situations



Profits are increasing.

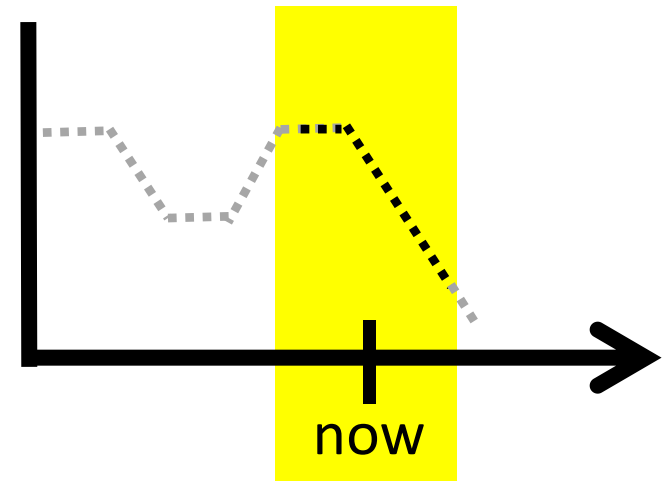
Present Continuous

is used to describe the current situation



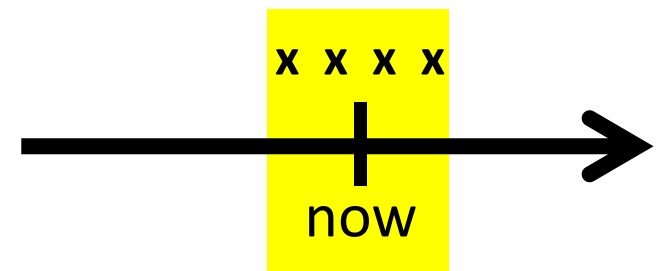
Sales are falling rapidly at the moment,

Present Continuous to talk about a present temporary situation



so we are holding a lot of crisis meetings.

Present Continuous to talk about a present temporary situation



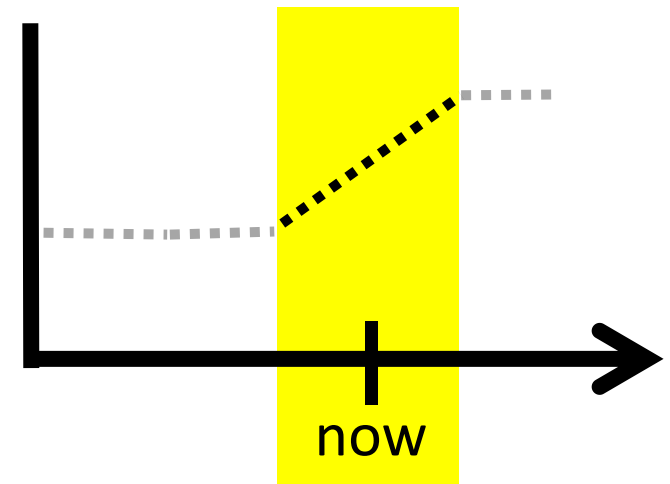
Continuous forms with Changes

We also need to use present continuous with the verb 'become', because it talks about a temporary process. This is one verb that English learners often forget to use in present continuous:

She is becoming a good manager. ✓

She becomes a good manager. ✗

Present Continuous to talk about a present temporary situation



Even if she will be a good manager forever, the process of **becoming** a good manager is only temporary.

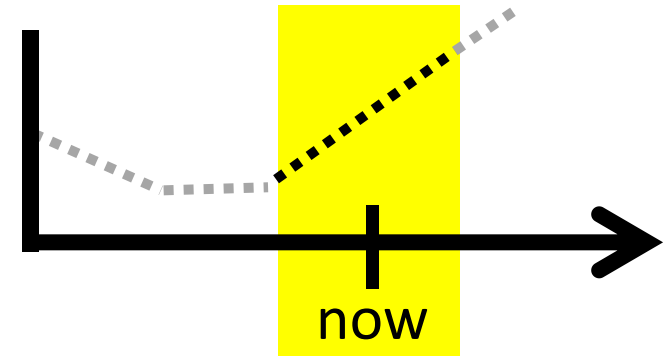
Other Examples: ~~We become~~ *are becoming an established company.*
~~The situation becomes~~ *is becoming very serious*

Continuous forms with Changes

We also have the same situation with the verb 'get'. Of course we also use present simple for general situations:

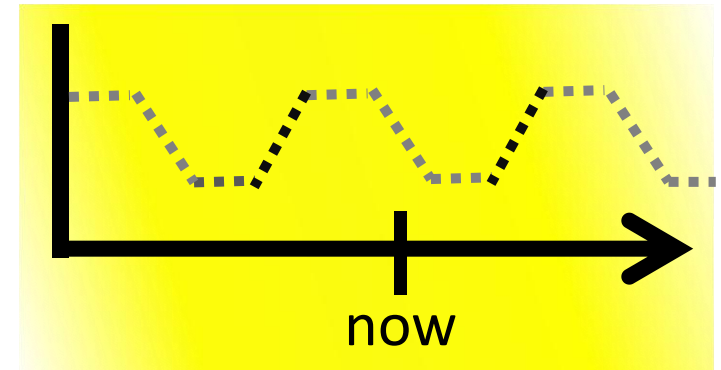
The weather is getting very hot.

Present Continuous to talk about a present temporary situation



It normally gets really extreme at this time of year.

Present Simple to talk about a general, long-term repeating situation



Other Examples: *I can feel that my English ~~gets~~ is getting better.*

He ~~gets~~ is getting very frustrated with the current situation.