

Business English Phrases Connected to Winter



to snowball

to increase very quickly in size or significance

"The advertising campaign has been snowballing over the last week."



to be walking on thin ice

to do something very risky which could cause real problems if you continue

"He has made many comments criticising management. He is walking on thin ice."



the tip of the iceberg

a very small part of a much bigger situation or problem

"A major retail store went bankrupt last week. Some say this is only the tip of the iceberg"



to break the ice

to do something to make strangers feel more comfortable with each other

"We organised some group activities on the first day of the course to break the ice."



to be snowed under

to have so much work that it is difficult to deal with

"Unfortunately I can't meet you this evening because I'm snowed under at work."



Fill In The Gaps With Phrases From The Box Below

walking on thin ice

snowball

tip of the iceberg

snowed under

break the ice



1. When you call a potential client for the first time, it is important to _____ with some small talk.
2. Our client was not happy with our previous project. We are clearly _____. We need to deliver the next project successfully otherwise we will lose our client.
3. Unfortunately, I am really _____ with this new event that we are preparing, so I have to cancel our meeting later.
4. Her YouTube channel started off very slowly, but the number of subscribers started to _____ after she started to become more confident in her content and more expressive in front of the camera.
5. Chat GPT is a very useful AI tool. However, this is really just the _____. There are hundreds of other really useful AI tools to boost your productivity.

