

Business English Phrases which come from the Ocean

to rock the boat

to say or do something to disturb a situation

"Too many people in the team are trying to rock the boat."

to be in uncharted waters

to be in a situation which is completely unknown and potentially dangerous

"As a result of the covid pandemic, the global economy is in uncharted waters."

"We are new to the European market. We are in uncharted waters."

to be in choppy waters / to be sailing through choppy waters

to be in an difficult and uncertain situation

"Due to our financial situation, we are currently sailing through choppy waters."

to be plain sailing

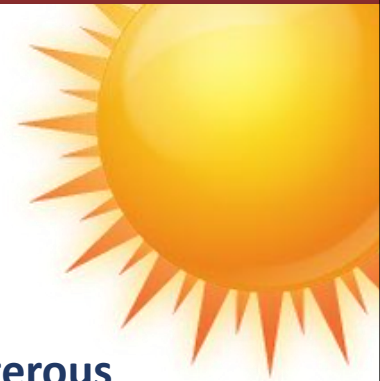
smooth and easy progress in an activity or project

"We have overcome the most difficult challenges, so it should be plain sailing from here."

to stay afloat

to have just enough money to continue operating as a business

"During the covid pandemic, many small businesses struggled to stay afloat."



Fill in the Gaps with Phrases from the Previous Page

You may need to change the verb tenses or forms of the phrase to fit the text:

Many business owners are currently experiencing a very challenging period. Significant economic, geopolitical and technological changes are all contributing to a very turbulent business landscape. For those businesses who managed to _____ during the pandemic, it has certainly not been _____ since restrictions were lifted. Soon after, the world found itself in _____ again with geopolitical conflicts contributing further to severe economic consequences around the world.

Another factor set to cause significant changes moving forward the introduction of AI. Some see this as an exciting new world full of opportunity, whereas others see this as a potential threat. AI will certainly _____ in the business world, but it is impossible to determine the full impact that AI will have on business and society as a whole, as we are entering into completely _____ with technology that most of us are yet to fully understand.

