

## Answers to Exercises

### C) Key Words from Context

1. Feeling as if something is too much to manage: **overwhelmed**

*"I am feeling a little bit **overwhelmed** due to my heavy workload."*

2. A very large amount of something: **an abundance of**

*"Our city enjoys **an abundance of** clean spaces."*

*"We have **an abundance of** clients in the local area."*

3. To gain some momentum in becoming more popular: **to generate traction**

*"Our social media campaign is **generating traction**."*

4. To get a continuous flow of information, requests, questions or criticisms: **to be bombarded**

*"The course was extremely intense. We **were bombarded** with information from the very beginning."*

5. To make good progress in something: **to make strides**

*"You are really **making strides** in your English."*

6. To increase production, capacity or availability of your services: **to scale up**

*"It is time for us to **scale up** the business. We need to expand our services and hire some new staff."*

7. A real lack of something: **a dearth of**

*"Unfortunately, there are **a dearth of** opportunities in the area."*

8. To come up with an idea by chance: **to hit upon**

*"Let's brainstorm a few ideas and maybe we will **hit upon** something really productive."*

9. Directing your hopes and ambitions towards something: **aspiring**

*"We aim to educate **aspiring** leaders."*

10. To direct all of your attention towards something: **to zero in on**

*"We are aiming to **zero in on** our target audience more efficiently."*

*"The team want to **zero in on** the most effective solution."*

**Why this is useful in business:**

This is useful because it sounds dynamic, and we often want to direct our attention to something specific.

**Collocations:**

To zero in on our target audience / to zero in on our targets / to zero in on our aims / to zero in on the most effective solution / to zero in on the most effective sales channels / to zero in on the most profitable markets / to zero in on industry trends

11. To be the first to use apply a new method: **to pioneer**

*"Our company are currently **pioneering** new AI technology."*

**Other uses of 'pioneer':**

Pioneer can also be used as a noun:

*"We consider ourselves pioneers in the food industry".*

*"As food industry pioneers, we can offer..."*

12. To enjoy something greatly: **relish**

*"I would **relish** the opportunity to work at your company."*

*"I am **relishing** the challenge of expanding the company."*

13. To take time to consider a future action carefully: **to contemplate**

*"Due to the financial difficulties at the company, we are **contemplating** making some redundancies."*

14. Wanted by many people mainly because of its high quality or rarity: **sought-after**

*"These retro products are extremely **sought-after**."*

*"Developers are really **sought-after** at the moment, as there is a real lack of them in the market."*

**Why this is useful in business:**

This is useful because we can try to encourage the development of anything which is positive about a business. Companies often use this to express their aims and values.

**Collocations:**

To foster creativity / to foster innovation / to foster togetherness / to foster a positive working atmosphere

**D) Comprehension**

**Can you answer the questions below about the text?**

1. Based on the first paragraph, what do you think is the main reason that people hire Chuck McCarthy's services?  
The text suggests that people hire the People Walker's services mainly for a conversation rather than the walking part.
2. What impression do we get from the article about Chuck McCarthy's current success as an actor?  
The text mentions that he recently auditioned for the part of a biker, which suggests that he didn't get the role. The text also says that he is an 'underemployed' actor, suggesting that he is struggling to get work in acting.
3. What 3 methods does Chuck McCarthy use to advertise his services and gain exposure?  
He has handwritten advertising on his t-shirt that he wears while he is walking with clients. He also has home-made flyers and uses social media.
4. What do you think the author means with the sentence "Chuck is quickly making strides in his business both literally and figuratively"?  
The verb 'to stride' literally means to walk with big, long decisive steps.  
To 'make strides' in something means to make great progress in something.  
Therefore, to make strides in his business means that he is walking with long steps with his clients, and also making significant progress with developing his business.
5. What business advice has Chuck McCarthy received on his social media platforms?  
He has been told to scale up the business by hiring more walkers. He has also been told to find out what the secret ingredient is that keeps clients returning to use his services, and he has then been told to train his walkers to use that secret ingredient.
6. How is Chuck McCarthy feeling about the attention he is getting since starting his new business?  
He is 'relishing' it, meaning that he is really enjoying it. However, he is also feeling 'overwhelmed' by the attention.
7. What does the author say about the friendships that Chuck McCarthy's clients have?  
He says that his clients have close friendships with others, but it is difficult to organise a time to meet with them because of people's chaotic work schedules.
8. What other benefit has Chuck McCarthy experienced since starting the business?  
He has lost weight, and he can now fasten his belt tighter than before. He has 'slimmed down two notches on his belt'.
9. In the final paragraph, what impression does the author give about the potential for 'The People Walker' to be made into a movie?  
The author says that stories which are less interesting have been made into films, suggesting that there is no reason why The People Walker's story couldn't be made into a film.

## E) Key Words in a New Context

### From Chef's Whites to Food Truck Delights

After 5 years of working as a chef in the same Mexican restaurant in London, John found that his passion for food was starting to dwindle. He felt restricted by having to make the same dishes every day using the same recipe. It was on the day of his 5<sup>th</sup> anniversary of working in the restaurant that he decided it was time for a change. He needed to think very carefully about what the next step would be. He seriously **contemplated** moving to a new restaurant, but that wasn't going to be exciting enough - he didn't exactly **relish** the task of following someone else's recipe and working all day in a hot kitchen with no windows.

After weighing up his options for many months, he eventually **hit upon** the thrilling yet risky idea of starting up his own food truck. This would allow him to focus on his own recipes, and change his menu as often as he liked in order to keep things fresh and exciting.

However, the journey from experienced chef to food truck owner soon became extremely daunting. The **aspiring** businessman became completely **overwhelmed** with the huge piles of paperwork that needed to be completed just to get the project **off the ground**. **Bombarded** with phone calls, contracts and general bureaucracy relating to food truck licenses, health and safety protocols, food standards permits, it didn't quite fit with John's exciting image of pop-up street food.

However, after 5 long months, John was ready to go. The food truck would sell Mexican cuisine, a cuisine that had always been close to his heart. His passion for the vibrant flavours and colours of Mexico fueled his determination to share this culinary joy with Londoners. It was true that there was already an **abundance** of Mexican food offerings around London, including hundreds of restaurants and fast-food chains. He wanted to do something slightly different and to stand out among the competition. In order to carve out his own niche, he wanted **to zero in on** real authentic recipes that he had learnt on his many trips to Mexico, a refreshing change from the basic tacos on offer across London.

The first few months after the food truck opened were really tough. A **dearth** of customers after such a huge initial investment of time and money started to make John question whether he had made the right decision. However, John soon began to **make strides** in his marketing skills, creating an Instagram page with compelling, humorous photos, which soon started to **generate traction**. As his Instagram followers started to skyrocket, queues were starting to form outside his food truck and all the way down the street. Suddenly, it became a real challenge to keep up with demand, forcing him to close the food truck early on some days after running out of ingredients. He was now making the most delicious and most **sought-after** enchiladas in London.