

Answers to Exercises

C) Key Words from Context

1. To use something to your own advantage: **to capitalise on**

*"How can we **capitalise on** the strong market situation?"*

2. Something bad which happens and takes you backwards in your progress: **a setback**

*"I suffered several **setbacks** in my career before I finally reached the top."*

Why this word is useful in business:

This word is great because there is no real synonym for it, and it is situation which occurs in almost every project

Collocations:

- To suffer a setback / to have a setback
- To overcome a setback: *"We lost a lot of revenue during the covid 19 pandemic, but we have since managed to overcome the setback."*

3. A brief and clear explanation of something: **succinct**

*"All of the points in the presentation need to be really **succinct**."*

Why this word is useful in business:

This is a great word to use, because the aim of any presentation, explanation, slogan, feedback, advice is to be succinct.

Collocations:

- A succinct explanation: *"She gave me a really succinct explanation about the strategy."*
- A succinct presentation: *"The presentation was really succinct and manage to hold the audience's attention."*

4. To increase the standards for something, especially against the competition: **to raise the bar**

*"We have really **raised the bar** in terms of our customer service this year."*

Using this word in a sentence: In a sentence, we can simply 'raise the bar', or we can 'raise the bar in terms of' something. E.g. *"Our competitors have really raised the bar this year in terms of their technology, so we need to focus on doing the same."*

5. To establish an attitude in someone's mind, or in the minds of a group: **to instill**

*"I aim to **instill** a hard-working attitude among my team."*

Why this word is useful in business:

This word is great because

Collocations:

- instill a (positive/dynamic) mindset

We can also use 'instill' with any noun which refers to a mindset or way of thinking

- instill positivity
- instill a strong work-ethic
- instill creativity
- instill innovation
- instill competitiveness

6. To communicate or show (a message, an image, professionalism): **to convey**

*"You will need to dress smartly in order **to convey** a professional image"*

Why this word is useful:**Collocations:**

- to convey a ... image

This can also be used with any noun which relates to an image:

- to convey confidence / professionalism

7. To do or perform a task or process: **to carry out**

*"The company has **carried out** an analysis into its sales figures."*

Why this word is useful in business:

This word is much better than 'do'. There are also some synonyms such as 'perform' and 'conduct'. There are so many uses for this in a sentence that it is good to have some synonyms in your toolbox, and phrasal verbs are always well-received in business.

Using this word in a sentence:

to carry out research / to carry out an analysis / to carry out a plan / to carry out a task / to carry out an assessment / to carry out checks / to carry out instructions

8. The way that somebody thinks. The set of attitudes which someone has: **mindset**

*"We need to approach this project with a really positive **mindset**."*

Why this word is useful in business:

I prefer this word over 'mentality' or 'attitude'. There are some subtle differences between these words, but overall, 'mindset' sounds more dynamic when used in a positive context.

9. To improve and perfect something over a period of time: **to hone**

*"I really want to **hone** my English skills."*

Why this word is useful in business:

This word is better than 'improve' because it suggests that something was already to a fairly high standard, but you are improving it to make it even better. It also suggests that this is a gradual process, and one which you have put a lot of effort into over time. Overall, it sounds like you are doing an extremely professional, methodical job of improving something.

Collocations:

- to hone my ... skills
- to hone my ... knowledge
- to hone the ... strategy

10. To be caused by something: **to stem from**

*"The economic problems in the country **stem from** our incompetent government."*

Using this word in a sentence:

When we use the phrase 'stem from' we only follow this with a noun. E.g. "Our success stems from our hard work".

However, if we want to add a more complicated full sentence after 'stem from' we use 'stem from the fact that'. E.g. *"The country's economic problems stem from the fact that the country was slow to open up after the covid pandemic."* This always sounds very professional when discussing the root cause of a problem, for example.

D) Comprehension

1. Why does the author believe that honesty is so important? **Because your business and employees are a reflection of yourself, and if you make honest behaviour a key value then your team will follow you.**
2. What are the key aspects for delegating successfully? **Identifying the key strengths of your team and taking advantage of them.**
3. What are the 2 main advantages to delegating tasks? **The first main advantage is that it will prove to your team that you trust them. The second main advantage is that you can free up more time to concentrate on higher level tasks.**
4. What does the author suggest that you can do in order to ensure healthy communication in your team? **You can have daily conversations with your staff, and you can make yourself available to listen to their problems.**
5. How should you act when the business is experiencing difficult times? How will the team react to your actions? **In terms of how you should act, you should not panic, keep**

the team spirit high, maintain your level of confidence and assure your team that setbacks are normal. Your team will adopt the same mindset as you.

6. What are 2 main advantages to demonstrating commitment to a project? You will earn the respect of your team, and you will instill a hard-working mindset among your staff.

E) Key Words in a New Context

The Smartphone Market

The smartphone market is extremely fast-paced. Tech giants such as Apple, Huawei and Samsung need to innovate constantly in order to remain competitive. With the release of every new model, a company is compelled to **raise the bar** even higher, and competitors need to work very hard to keep up. Manufacturers need to **carry out** endless research into improving their technology and the specifications that the phone can offer.

However, it is not only the technology which needs to attract customers. The design of the phone is another aspect which needs constant improvement. Manufacturers invest huge sums into **honing** the design of their product, so that it keeps up with ever-changing fashion trends. Manufacturers need to understand the **mindset** of the customers who might want to buy them. What do they want from a phone? What kind of image of themselves do they want to **convey** to the world? Company logos need to be minimalist so that they look fashionable on the mobile device, and slogans need to be **succinct**, with no more than 2 or 3 words in order to attract customers' attention.

Recently, some smartphone companies have suffered **setbacks** due to global supply chain problems which **stemmed from** the covid 19 pandemic. As soon as one company has problems, their competitors will no doubt aim to **capitalise on** their rivals' misfortune.