

Answers

C) Key Words from Context

| | | |
|---------------------------|-----------------------------------|--------------------------------|
| To strike a balance | to go the extra mile | to weigh up |
| to be in uncharted waters | to draw on (knowledge/experience) | |
| Morale | to overlook | to tailor |
| | | to get the best out of someone |

1. To be in a situation that you have never been in before and could potentially be dangerous: **in uncharted waters**

*"The world economy is entering into **uncharted waters**."*

2. To take the parts of two things in order to find a satisfactory path: **to strike a balance**

*"In my life, I aim to **strike a balance** between my work life and free time."*

3. To adapt your products, services or your approach according to the needs of the client: **to tailor**

*"I **tailor** my English lessons to the needs of each individual student."*

Why this word is useful in business:

This word is great because tailoring products and services to clients is often the sign of a high-end service.

4. The confidence and enthusiasm of a person or group: **morale**

*"Unfortunately, **morale** is really low in the team at the moment because of the financial difficulties in the company."*

5. To assess your options carefully: **to weigh up**

*"We have **to weigh up** the pros and cons of the strategy, and we have decided to go ahead with our original plan."*

Why this phrasal verb 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.

Using this phrasal verb in a sentence:

- to weigh up our options: "We need to weigh up all of our options before deciding on a suitable venue for the event"

to weigh up between..and..: "The HR department is currently weighing up between Spain and France for the next team-building trip"

to weigh up the pros and cons of something: "We need to weigh up the pros and cons of each strategy before coming to a decision"

to weigh up whether to do something: "I am currently weighing up whether to change career direction"

to weigh up + (question word: which / how / what / who): "The HR department are weighing up who has been the most promising candidate throughout the interview process"

"We are still weighing up what to do next"

6. To use experience, talents or data as a resource: **to draw on**

*"I have a lot of past experience that I can **draw on** in an emergency."*

Collocations:

- to draw on my experience

- to draw on my knowledge: "When I face opposition in a meeting, I can always draw on my extensive knowledge in order to convince others that I am right."

- to draw on my skills: "I often need to draw on my persuasion skills in a negotiation."

7. To treat someone in a way that allows them to perform to the best of their ability: **to get the best out of someone**

*"Sometimes I criticise him because I know that criticism **gets the best out of** him."*

8. To make a special effort to achieve something; to do more than is expected of you: **to go the extra mile**

*"I always **go the extra mile** in order to help my clients."*

9. To fail to notice something: **to overlook**

*"Unfortunately, we **have overlooked** some of the potential risks of the merger, and now we have to deal with the financial consequences."*

D) Comprehension

1. What are some ways that you can achieve a positive attitude among your team, and what are the potential rewards of this?
- You can provide snacks, coffee, relationship advice, a beer in the office, and you can strike a balance between productivity and playfulness. When you do this then your team members are more likely to go the extra mile for you.**

2. What are 3 potential resources that you can draw on if you find yourself in uncharted waters?
You can draw on past experience, mentors or your intuition.
3. What are some ways that you can help your staff to feel invested in the development of the company?
You can offer them a piece of equity or introduce a bonus system.
4. What are some things that leaders often miss?
Leaders often overlook the fact that not all humans are the same. There are cultural perspectives, language barriers, different educational backgrounds, personality traits and varying value systems, all of which affect how someone processes information.
5. What are 2 ways that staff respond to criticism?
Some of them respond well to it; others take it personally and shut down.
6. What are the two main ways that you need to adapt your approach in order to get the best out of your team?
You need to tailor your approach to the emotional needs of the team as well as the situation that you find yourself in.

E) Key Words in a New Context

| | | | |
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Entering into a New Market

Moving into a new market can be an extremely daunting, yet extremely rewarding and exciting experience. There are so many factors that a company should consider if they want to be successful in the new market.

Firstly, it is important to carry out in-depth market research into the demand as well as the new potential challenges that the company should face.

Cultural factors are extremely important, even if you are just expanding your business into a neighbouring country. Unfortunately, this is often one element which is **overlooked** by companies because they often underestimate cultural differences and differences in the ways that people communicate in different parts of the world. If you are expanding into a different market, you need to **tailor** your communication to that of the culture which you are moving into. It is essential to hire advisers who have done business in that area, so that you can **draw on** their experience and knowledge.

Potentially, it is only after this point that a company should **weigh up** whether it is feasible and worthwhile to enter into the new market.



When you eventually enter into the market, you need to make sure that you have a team full of people who are willing to **go the extra mile** in order to make the move a success. Hard work is essential, and when you enter into **uncharted waters**, there will be so many problems which spring up unexpectedly and may need to be dealt with immediately. In order to maintain a positive, excited atmosphere and to keep **morale** high, the staff need to be encouraged and rewarded constantly at the beginning. Offering them a feeling that they are invested in the project will really help to **get the best out of** them, they will help to make the transition smooth.