

## Sound Dynamic When Talking About Preparation and Getting Started

Before starting any project, it is important to **lay strong foundations**, which involves producing all the basic ideas, structures and **thorough** preparation from which you can develop something. After all the preparation is finished, you just need the final approval before you can begin. After the manager has given your project **the green light**, you can finally **get the ball rolling** or **set the wheels in motion**. Hopefully, if preparation is done correctly, you can **hit the ground running**, and move really quickly from the very beginning.

If you have not planned correctly, then you might struggle to get the green light for the project, and it may be difficult to **get it off the ground**. Even if you manage to get it off the ground, there may be future problems **down the line**, at some point later in the project.

The same applies when starting a new business or a new venture of your own. Many people want to build their business **from scratch** or **from the ground up**. With a solid business plan and sensible investment, the business might **take off**, becoming instantly popular.



With any new project, campaign or technology, it is difficult to get everything right from the beginning. When a project technology **is in its infancy**, it may be necessary to make some changes to improve it so that it becomes successful down the line.

### A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to lay strong foundations for	to set the wheels in motion
to hit the ground running	to get something off the ground
to give something the green light	from scratch
to take off	in its infancy
down the line	thoroughly

1. To become successful or popular quickly: \_\_\_\_\_

*"We started the business in 2016, and it \_\_\_\_\_ instantly."*

2. To manage to start something despite difficulties: \_\_\_\_\_

*"Despite a real struggle to acquire the necessary funding, we managed to \_\_\_\_\_ the project \_\_\_\_\_."*

3. New and still developing: \_\_\_\_\_

*"The technology is still \_\_\_\_\_, so we are still not aware of all of the potential risks involved."*

4. To create all of the necessary ideas, structures and do all of the necessary preparation to start something: \_\_\_\_\_

*"We need to \_\_\_\_\_ for success, which involves thorough planning, sensible budgeting and an establishment of real core values."*

5. From the very beginning, without relying on any previous work for assistance: \_\_\_\_\_

*"I started this business \_\_\_\_\_."*

*"This idea isn't really working. I think we should start again \_\_\_\_\_."*

6. In a way which is very detailed: \_\_\_\_\_

*"We need to plan everything \_\_\_\_\_."*

7. To give someone permission to start something: \_\_\_\_\_

*"We're waiting for management to \_\_\_\_\_ to run the campaign."*

8. To put a plan into action: \_\_\_\_\_

*"It is good to see that we are all in agreement about how we should proceed. Let's now talk about how we are going to \_\_\_\_\_. I'm going to assign each team member with a task."*

9. To start something and move quickly with enthusiasm: \_\_\_\_\_

*"Let's post 3 times per week at the start of the campaign. I really want to \_\_\_\_\_."*

10. At an unspecified time in the future: \_\_\_\_\_

*"If we don't have adequate investment then we're going to have problems \_\_\_\_\_."*

### B) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? For some gaps, there may be more than one possible phrase in the box which is appropriate. You may need to change the form of some of the verbs in order for them to fit into the sentence.

to lay strong foundations for	thorough	to set the wheels in motion
to hit the ground running	to get them off the ground	
to take off	from scratch	down the line

## Words from the Marketing Manager Before the Campaign Launch

Good morning everyone. I want to bring you up to speed on preparations to launch our marketing campaign. As you know, our research team has conducted \_\_\_\_\_ market research to develop strong a message that will appeal to our target audience. I really like what I'm seeing here and I am in no doubt that consumers will identify with it. I am sure you are all familiar with this message by now, and I hope you can see that we have learnt from mistakes we made in previous campaigns. Our creative team has worked tirelessly to design a visual identity that accurately reflects our brand values and captures the attention of our audience.

We've also just put together a content strategy that outlines the timing of our posts as well as the platforms we'll use to get our message out.

All in all, I'm convinced that we have \_\_\_\_\_ for a really successful campaign.

We have learnt our lessons from previous campaigns, which unfortunately struggled to \_\_\_\_\_ as our message wasn't clear, and our timing was a little wide of the mark. This time, however, I believe that we can really \_\_\_\_\_.

The campaign might not \_\_\_\_\_ across every platform. If we're getting a lot more traction on TikTok than on Facebook, for example, we might have to adapt our strategy accordingly. It is important not to lose motivation in the early stages. It is only through careful analysis of what is working and what is not that we can improve our targeting further \_\_\_\_\_ when the campaign really reaches its peak. I am aware that in previous campaigns we have taken the decision to abandon them and start \_\_\_\_\_, but I am confident that this will not happen with the foundations that we have in place this time.

At the beginning of next week we are going to \_\_\_\_\_ with our first posts. The aim here is that it will coincide with the Easter holidays, so we should get a lot of eyes on our initial posts.

**C) Comprehension Questions**

1. In the first line of the monologue, the marketing manager wants to 'bring you up to speed' on the latest developments. What do you think he/she means by this?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
2. According to the marketing manager what 3 factors suggest that the company has built strong foundations for a successful campaign, and which 2 of these proved not to be strong foundations in previous campaigns?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
3. What do you think the phrase 'wide of the mark' means in paragraph 4?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
4. What will happen if the campaign does not achieve initial success?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
5. What will be significant about the launch of the first posts, and why is this significant?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**D) More Uses of Selected Key Words**
**To set the wheels in motion**

This is a great phrase for the end of a meeting:

*"I believe that we are all on the same page regarding what needs to be fixed. Let's talk now about how we can set the wheels in motion."*

A similar phrase which is very common in Business English is '*to get the ball rolling*'. This means to get something started. This could also be to set a plan into action, or it could be to set a discussion into action. This is why I prefer this phrase at the beginning of a business meeting:

*"Let's get the ball rolling with the first item on the agenda."*

**To give something the green light**

We can also 'get the green light for something', meaning to 'get the permission to begin something':

*"We've finally got the green light for the merger."*

**E) Idioms + 'regarding'****To set the wheels in motion regarding..**

*"We need to set the wheels in motion soon regarding the planned changes, otherwise it is going to interfere with future projects."*

**F) Glossary of words for sounding dynamic when talking about preparation and getting started**

to lay strong foundations for  
to get the ball rolling  
to set the wheels in motion  
to hit the ground running  
to get something off the ground  
to give something the green light  
to get the green light

from scratch  
to build something from the ground up  
in its infancy  
to take off  
down the line  
thorough / thoroughly