

## Answers to Exercises

### C) Key Words from Context

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

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

2. 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."*

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

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

4. To identify or find the exact best solution or strategy: **to pinpoint**

*"We need to **pinpoint** the best solution for our client."*

5. Extremely busy or at a fast speed, often to the point that it becomes too much: **hectic**

*"The monthly closing period is always very **hectic**."*

*"Unfortunately, I have to cancel our meeting tomorrow. My schedule tomorrow will be extremely **hectic**. Would it be possible to reschedule the meeting to Friday?"*

6. To have a strong ambition to achieve something big: **to aspire**

*"As a company, we **aspire** to lead the industry with our advanced AI products."*

7. To create something systematically, such as a strategy, policy, or plan: **to formulate**

*"We need to **formulate** an effective marketing strategy for the product launch."*

8. To keep the same level or speed as someone or something, such as a competitor, trends or changes: **to keep up with**

*"How do you usually **keep up with** the latest trends in the industry?"*

*"We need to innovate constantly in order to **keep up with** our competitors."*

9. Not enough of something: **a lack of**

*"Those targets will be difficult to achieve due to our **lack** of resources."*

10. To search for something, such as information, opportunities or support: **to seek**

*"I am currently **seeking** new opportunities in this sector."*

*"We are **seeking** partnerships with local suppliers."*

11. To tolerate something challenging or annoying: **to put up with**

*"There is nothing that we can do about the current supply chain situation. We just have to **put up with** it."*

*"Clients do not want to **put up with** problems on our platform."*

#### D) Comprehension

1. What is the main strength that Chuck McCarthy needs as a people walker?  
**To listen**
2. What impression do we get from the article about Chuck McCarthy's current success as an actor?  
**The text 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?  
**He has handwritten advertising on his t-shirt that he wears while he is walking with clients. He also has home-made posters and uses social media.**
4. According to the article, what is the real reason why people might need to talk to someone like Chuck?  
**Because they are struggling to co-ordinate leisure time with their friends, not necessarily because they have a lack of friends.**
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. 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 Kitchen Chef to Food Truck Superstar**

After 5 years of working as a chef in a Mexican restaurant in London, John was losing his interest in food. One day, he decided that a kitchen environment was too **hectic**, with too much stress and chaos. He couldn't **put up with** the long evenings working in hot kitchens, as well as his boss shouting at him continuously.

After brainstorming next steps with friends and family, he eventually **hit upon** the idea of starting up his own food truck. This would allow him **to formulate** on his own recipes, and change his menu as often as he liked.

After 5 long months of preparation, John was ready to go. The food truck would sell Mexican street food, and John **aspired** to make the best quesadillas in London.

During the first few months after the food truck opened, John had few customers due to a **lack** of marketing skills. After hiring an expert, John soon began to **make strides** in his marketing by creating an Instagram page with interesting, humorous photos. As his Instagram followers started to increase, lines of people started to form outside his food truck, full of hungry Londoners who were **seeking** the most delicious quesadillas in London.