

Wordlist

Unit 2 The art of management

Managing organisations

accept (verb) /ək'sept/
accountable (adj) /ə'kauntəbl/
be accountable for
adapt to
build (verb) /bɪld/
change your way of working
concentrate on
cut down on (phrasal verb) /kʌt daʊn ɒn/
earn (verb) /ɜ:n/
encourage (verb) /ɪn'kʌrɪdʒ/
experiment with
focus on (phrasal verb) /'fəʊkəs ɒn/
involved (adj) /ɪn'vɒlvd/
lead by /li:d baɪ/
profit from (phrasal verb) /'prɒfɪt frɒm/
provide (verb) /prə'vaɪd/
reduce (verb) /rɪ'dju:s/
resolve (verb) /rɪ'zɒlv/
set up (phrasal verb) /set ʌp/
sort out (phrasal verb) /sɔ:t aʊt/
start (verb) /stɑ:t/
take advantage of
take responsibility for
take risks
treat (verb) /tri:t/
try out (phrasal verb) /traɪ aʊt/

Writing 1: Email, register and 'down-toning'

Dear ...
I'm sorry to say it seems there are some problems.
Could you ...?
Would it be possible ...?
We need to have ...
maybe (adv) /'meɪbi/
perhaps (adv) /pə'hæps/
unfortunately (adv) /ʌn'fɔ:tʃənətli/
Do please call me if you need any further explanation or assistance.
Best wishes
It may be that ...
It seems that we should ...
We must ...
I suggest that we ...
We will ...
Is that convenient for you?
Right? If not, tell me.
If not, could you suggest ...?
You must ...
It might be a good idea to ...
(name of person) may have to ...
(name of person) must ...

Unit 3 Hitting the headlines

Getting started

Break the ice
Hello, I don't know anyone here. Do you mind if I talk to you?
I hardly know anyone here myself.
Say who you are
My name's ...
I'm [Marcus/Jane, etc.].
I work in ...

Read newspaper headlines

appear (verb) /ə'piə:/
turn up (phrasal verb) /tɜ:n ʌp/
arrive (verb) /ə'raɪv/
turn up (phrasal verb) /tɜ:n ʌp/
ask for (phrasal verb) /ɑ:sk fɔ:t/
demand (verb) /dɪ'mɑ:nd/
comprise (verb) /kəm'praɪz/
consist of (phrasal verb) /kən'sɪst ɒv/
discover (verb) /dɪ'skʌvə:/
find out (phrasal verb) /faɪnd aʊt/
distribute (verb) /dɪ'strɪbjʊ:t/
hand out (phrasal verb) /hænd aʊt/
escape (verb) /ɪ'skeɪp/
get away (phrasal verb) /get ə'weɪ/
examine (verb) /ɪg'zæmɪn/
look closely at
organise (verb) /'ɔ:gənaɪz/
set up (phrasal verb) /set ʌp/
resemble (verb) /rɪ'zembəl/
look like /lʊk laɪk/
axe (verb) /æks/
dismiss (verb) /dɪ'smɪs/
back (verb) /bæk/
support (verb) /sə'pɔ:t/
ban (verb) /bæn/
prohibit (verb) /prə'hɪbɪt/
boost (verb) /bu:st/
help (verb) /help/
deal (noun) /di:l/
agreement (noun) /ə'gri:mənt/
halt (verb) /hɔlt/
stop (verb) /stɒp/
hit (verb) /hɪt/
badly affect
jobless (adj) /'dʒɒbləs/
unemployment (noun) /,ʌnɪm'plɔɪmənt/
pledge (noun) /pledʒ/
promise (noun) /'prɒmɪs/
quit (verb) /kwɪt/
resign (verb) /rɪ'zaɪn/
row (noun) /raʊ/
dispute (noun) /dɪ'spjʊ:t/

wed (verb) /wed/
marry (verb) /'mæri/

Unit 5 Financial planning

Financial planning and control

cash flow projection
financial environment
financial indicators
financial management
financial modelling
financial planning
financial reporting
income statement
profit and loss accounts
risk management

assess (verb) /ə'ses/
borrow (verb) /'bɒrəʊ/
break even /breɪk 'i:vən/
budget (noun) /'bʌdʒɪt/
expenditure (noun) /ɪk'spendɪtʃər/
forecast (verb) /'fɔ:kɑ:st/
income (noun) /'ɪŋkʌm/
interest payment /'ɪntrəst 'peɪmənt/
invest (verb) /ɪn'vest/
overrun (verb) /,əʊvər'ʌn/
borrow (verb) /'bɒrəʊ/
debt (noun) /det/
inflation (noun) /ɪn'fleɪʃən/
investment (noun) /ɪn'vestmənt/
lend (verb) /lend/
loan (noun) /ləʊn/
market (noun) /'mɑ:kɪt/
projection (noun) /prə'dʒekʃən/
risk (noun) /rɪsk/

Presenting 1: Progress reports

briefing (noun) /'bri:fiŋ/
The background is ...
We decided ...
We introduced ...
We are in the middle of ...
What we've done so far is ...
We've already completed ...
What's next?
The next stage is ...
Now we plan to ...
We need to continue ...

Unit 6 Top cities

Building rapport

Are you [a sports fan/keen golfer, etc.] too?
Who do you work for?
Have you been to ...?
It must be very interesting.

Economic issues

consumer goods
economic environment
education (noun) /,edʒʊ'keɪʃən/
housing (noun) /'haʊzɪŋ/
medical and health considerations
natural environment
political and social environment
public services and transportation
recreation (noun) /,rekri'eɪʃən/
socio-cultural environment

electricity (noun) /ɪ,lek'trɪsɪti/
public transport
traffic congestion
water (noun) /'wɔ:təʃ/
cinema (noun) /'sɪnəmə/
leisure (noun) /'leɪʒəʃ/
restaurant (noun) /'restərɒnt/
theatre (noun) /'θiətəʃ/
sport (noun) /spɔ:t/
censorship (noun) /'sentʃəʃɪp/
limitations on freedom
crime (noun) /kraɪm/
law enforcement
political stability
banking services
currency exchange

accommodation (noun) /ə,kɒmə'deɪʃən/
furniture (noun) /'fɜ:nɪtʃəʃ/
climate (noun) /'klaɪmət/
natural disaster
air pollution
medical services
medical supplies
waste disposal

currency (noun) /'kʌrəntsi/
inflation (noun) /ɪn'fleɪʃən/
the manufacturing sector (noun)
/ðə ,mænjʊ'fæktʃəriŋ 'sektəʃ/
organised labour
privatisation (noun) /,praɪvɪtaɪ'zeɪʃən/
public services (plural noun)
/'pʌblɪk 'sɜ:vɪsɪz/
renationalisation (noun)
/,ri:næ'ʃənəlaɪ'zeɪʃən/
the service sector (noun)
/ðə 'sɜ:vɪs 'sektəʃ/
skills shortage
stable (adj) /'steɪbl/
unemployment (noun) /,ʌnɪm'plɔɪmənt/

Unit 8 Twin towns

Politics

Chamber of Commerce
city council
community group

council department
economic policy
election campaign
general election
global citizen
global economy
Head of State
health authority
international relations
Leader of the Opposition
local authority
Member of Parliament
political party
strategic partnership
trade and investment

Presenting 2: Structuring

State the subject of your presentation
I'm going to talk about ...
My intention is to give a short presentation.
Say how long you will talk for
My talk will last for about [ten minutes / half an hour, etc.].
I'll only talk for [ten minutes / 15 minutes, etc.] or so.
Signal the parts of the talk
First I'm going to ...
Then I'll talk about ...
Finally, I'll conclude with ...
Say if the audience can ask questions or discuss things
Please ask questions at any point.
We can spend some time later on questions and a discussion.

Unit 9 How's the weather?

Listening

Show that you're listening
Right.
That's great. I'm glad to hear it.
Sounds fantastic!
Check your understanding
But I thought ...
Where exactly did ... ?
Manage the process
Well, it sounds as if ...

The weather

Rain
drizzle (noun) /'drɪzl/
heavy showers /'hevi ʃəʊəz/
light showers /laɪt ʃəʊəz/
thunderstorm (noun) /'θʌndəstɔ:m/
Winter weather
frost (noun) /frɒst/
hail (noun) /heɪl/
ice (noun) /aɪs/
sleet (noun) /sli:t/
snow (noun) /snəʊ/

Temperature

boiling (adj) /'bɔɪlɪŋ/
chilly (adj) /'tʃɪli/
cool (adj) /ku:l/
freezing (adj) /'fri:zɪŋ/
hot (adj) /hɒt/
mild (adj) /maɪld/
warm (adj) /wɔ:m/
Light
bright (adj) /braɪt/
clear (adj) /klɪəʃ/
cloudy (adj) /'klaʊdi/
dull (adj) /dʌl/
hazy (adj) /'heɪzi/
sunny (adj) /'sʌni/
bright sunshine
gale force
heavy rain
low temperatures
strong winds
sunny periods
thick fog
weather forecast

Unit 11 Quality control

Quality assurance

automated (adj) /'ɔ:təmeɪtɪd/
cost savings
customer needs
efficient (adj) /ɪ'fɪʃənt/
experienced (adj) /ɪk'spɪəriəntst/
feedback (noun) /'fi:dbæk/
handmade (adj) /,hænd'meɪd/
highly trained
labour-intensive (adj) /,leɪbərɪn'tentsɪv/
market research (noun) /'mɑ:kɪt rɪ'sɜ:tʃ/
professionally trained
production oriented
skilled (adj) /skɪld/
specialist school
quality monitoring
visual checks

Meetings 1: Listening and helping understanding

Show you understand
OK.
Right.
I think I understand that.
I see.
Of course.
Thanks, that's all very useful
I understand.
Sure.
Paraphrasing
So what you mean is ...
Do you mean ...?
So is that ...?
So, in other words ...

Unit 12 I was a couch potato

Dealing with 'no'

Take your time

I understand that you're trying to help.
I'd really prefer to ...

Examine the consequences

Can you tell me why not?

Can you tell me when [he/she / Mr Jones, etc.] will be available?

Change direction

Is there anyone else I can talk to?

I'd rather do it myself this time.

TV and TV programmes

brat (noun) /bræt/

broadcaster (noun) /'brɔ:dkɑ:stə/

cartoon (noun) /kɑ:'tu:n/

celebrity (noun) /sɪ'lebrɪti/

chat show (noun) /tʃæt ʃəʊ/

contestant (noun) /kən'testənt/

cookery (noun) /'kʊkəri/

documentary (noun) /,dɒkjʊ'mentəri/

exploit (verb) /'eksplɔɪt/

fly-on-the-wall documentary (noun)

/flaɪ ɒn ðə wɔ:l ,dɒkjʊ'mentəri/

game show (noun) /geɪm ʃəʊ/

hoax (noun) /həʊks/

live sport /laɪv spɔ:t/

makeover (noun) /'meɪk,əʊvə/

police drama /pə'li:s 'drɑ:mə/

quiz show (noun) /kwɪz ʃəʊ/

reality show (noun) /ri'ælɪti ʃəʊ/

series (noun) /'siəri:z/

sitcom (situation comedy) (noun)
/'sɪtkɒm/

soap (noun) /səʊp/

studio debate /'stju:diəʊ dɪ'beɪt/

viewer (noun) /'vju:ə/

winnings (plural noun) /'wɪnɪŋz/

Unit 14 Project management

Project management

budget (noun) /'bʌdʒɪt/

deadline (noun) /'dedlaɪn/

get the go-ahead /get ðə 'gəʊəhed/

monitor (verb) /'mɒnɪtə/

progress (noun) /'prɒɡres/

recruitment (noun) /rɪ'kru:tmənt/

schedule (noun) /'fedju:l/

sort out (phrasal verb) /sɔ:t aʊt/

stakeholder (noun) /'steɪk,həʊldə/

team management

aims and objectives

contingency plan

cost-benefit analysis

Gantt chart

monitoring and controlling

progress meeting

quality control

carry out research

come to a decision

evaluate performance

get/give the go-ahead

get/keep in touch with someone

meet/miss deadlines

sort out problems

work out a schedule

Negotiating 1: Stating positive expectations and preferences, suggesting alternatives

State positive expectations

We think ... will be very successful.

We expect to have a good working relationship.

We're confident that ...

We think that we share the same aims.

State preferences

It would be good to ...

We think the best option would be ...

Our main concern is ...

We'd like to see ...

We'd like to suggest ...

Suggest alternatives

Another way of doing that would be to ...

We'd like to consider an alternative to that idea.

There are a number of possibilities.

Alternatively, ...

A [second/third, etc.] possibility is ...

Unit 15 Are customers always right?

Complaining

Be clear about the problem and the result you want

There is a problem with ...

I'd like you to do something about it.

Don't give up if you think you are right

I'm very disappointed with ...

It's not a very good start to ...

Praise if the complaint is dealt with well

Thank you. Yes, I'd be happy with that.

I appreciate the way you've responded.

Consumer issues

admit responsibility

best buy

breach (verb) /brɪ:tʃ/

claim (noun) /kleɪm/

compensation (noun) /,kɒmpən'seɪʃən/

defect (noun) /'di:fekt/

delay (noun) /dɪ'leɪ/

deposit (noun) /dɪ'pɒzɪt/

entitle (verb) /ɪn'taɪtl/

expiry (noun) /ɪk'spaɪəri/

fine (noun) /faɪn/

halt (verb) /hɔ:lt/

inspection (noun) /ɪn'spekʃən/

pledge (verb) /pledʒ/

point out (phrasal verb) /pɔɪnt aʊt/

recall (verb) /rɪ'kɔ:l/

refund (noun) /'ri:fʌnd/

settlement (noun) /'setlmənt/

small print (noun) /smɔ:l prɪnt/

upfront (adv) /ʌp'frʌnt/

voucher (noun) /'vaʊtʃə/

warranty (noun) /'wɒrənti/

Unit 17 The marketing mix

Marketing 1

advertising (noun) /'ædvətaɪzɪŋ/

benefit (noun) /'benɪfɪt/

competition (noun) /,kɒmpə'tɪʃən/

competitive environment

consumer (noun) /kən'sju:mə/

consumer group (noun)

/kən'sju:mə/ grʊ:p/

economy (noun) /ɪ'kɒnəmi/

economy pricing /ɪ'kɒnəmi 'praɪzɪŋ/

franchise (noun) /'fræntʃaɪz/

franchise agreement

leaflet (noun) /'li:flət/

location (noun) /ləʊ'keɪʃən/

marketing mix

marketplace (noun) /'mɑ:ktpleɪs/

market research (noun) /'mɑ:kit rɪ'sɜ:tʃ/

position (verb) /pə'zɪʃən/

poster (noun) /'pəʊstə/

premium (adj) /'pri:miəm/

premium brand /'pri:miəm brænd/

product positioning

target (verb) /'tɑ:ɡɪt/

target audience

weakness (noun) /'wi:knəs/

Presenting 3: Using visual supports

flowchart (noun) /'fləʊtʃɑ:t/

graph (noun) /ɡrɑ:f/

map (noun) /mæp/

pie chart (noun) /paɪ tʃɑ:t/

table (noun) /'teɪbl/

Introduce the picture

This [graph/table, etc.] shows ...

Look at this [pie chart/map, etc.].

Here you can see a [map/flowchart, etc.].

Highlight the main points

We can see that ...

We can compare ...

The largest segment on the chart is ...

Unit 18 Wish you were here

Persuading

Make it attractive

It's just fantastic [seeing/being/playing, etc.] ...

It really is an incredible way to ...
Make it personal
I honestly believe you'd enjoy it.
You'd really get on with the other guys.
Repeat the message
Let me show you ...
It's up to you but I'd love you to come.

Holidays and holiday problems

appear (verb) /ə'piə/

look (verb) /lʊk/

avoid (verb) /ə'vɔɪd/

keep away from

break (verb) /breɪk/

smash (verb) /smæʃ/

grab (verb) /græb/

snatch (verb) /snætʃ/

inspect (verb) /ɪn'spekt/

check (verb) /tʃek/

learn about /lɜ:n ə'baʊt/

get to know /get tu: nəʊ/

look out (phrasal verb) /lʊk aʊt/

keep your eyes open

reserve (verb) /rɪ'zɜ:v/

book (verb) /bʊk/

select (verb) /sɪ'lekt/

choose (verb) /tʃu:z/

take away (verb) /teɪk ə'weɪ/

remove (verb) /rɪ'mu:v/

bother (verb) /'bɒðə/

deter (verb) /dɪ'tɜ:/

distract (verb) /dɪ'strækt/

hide (verb) /haɪd/

leave (verb) /li:v/

lock (verb) /lɒk/

minimise (verb) /'mɪnɪmaɪz/

report (verb) /rɪ'pɔ:t/

charter flight
food poisoning
money belt
package holiday
service charge
shopping area
tour operator
tourist sight
travel insurance
youth hostel

Unit 20 Everybody's business

Marketing 2

after-sales service
brand image
brand name
business-to-business marketing
consumer product
consumer research
customer satisfaction survey
database tools

direct marketing
internet marketing
market research
market segmentation
mass marketing
relationship marketing
sales promotion

Meetings 2: Teleconferencing

Begin with small talk
How's it going?
How's the weather in ...?
Ask for opinion
What do you think about ...?
Ask for repetition
What did you say?
Can you repeat what you said about ...?
Summarise at the end
So we've agreed ...
To sum up, there are three things to do.
First ... Then ... Later ...
I'll send a summary by email.
Let's sum up ...
In summary ...
In conclusion then, three points ...

Unit 21 The Curious Incident of the Dog in the Night-time

Dealing with people who are difficult to understand

Make sure the person understands how much you know
I'm sorry but I don't understand ...
Assume that I don't know much about ...
Ask them to explain difficult words
The ...? What's that?
Can you explain that, please? What's the ...?
Ask them to explain instructions and ask questions to check you've understood
Can you talk me through what to do exactly?
Where's the ...? Is it at the [top/bottom, etc.]?

Books and reading

be about [dogs / life in Japan / cooking, etc.]

award (noun) /ə'wɔ:d/

bookshop (noun) /'bʊkʃɒp/

browse (verb) /braʊz/

character (noun) /'kærəktə/

characterisation (noun) /,kærəktəraɪ'zeɪʃən/

empathy (noun) /'empəθi/

entanglement (noun) /ɪn'tæŋɡlmənt/

fiction (noun) /'fɪkʃən/

flip through (phrasal verb) /flɪp θru:/

gift (noun) /ɡɪft/

hardback (noun) /'hɑ:dbæk/

intractable (adj) /ɪn'træktəbl/

library (noun) /'laɪbrəri/

non-fiction (noun) /,nɒn'fɪkʃən/

novelist (noun) /'nɒvəlɪst/

paperback (noun) /'peɪpəbæk/

pattern (noun) /'pætən/

poet (noun) /'pəʊt/

plot (noun) /plɒt/

put down (phrasal verb) /pʊt daʊn/

recommend (verb) /,rekə'mend/

be selling handsomely

be set in [Moscow/London, etc.]

single out (phrasal verb) /'sɪŋɡl aʊt/

suspense (noun) /sə'spens/

turn out (phrasal verb) /tɜ:n aʊt/

word of mouth

Unit 23 Children's world

Meetings and conferences

Before the meeting
arrange venue
fix up accommodation
plan agenda
planning (noun) /'plænɪŋ/

registration (noun) /,redʒɪ'streɪʃən/

send out invitations

During the meeting
interpreting (noun) /ɪn'tɜ:prɪtɪŋ/

networking (noun) /'netwɜ:kɪŋ/

provide refreshments

provide technical support

simultaneous (adj) /,sɪməl'teɪniəs/

video link

After the meeting
plan next meeting
study feedback
write report

People
administrative support
chair (noun) /tʃeə/

delegate (noun) /'delɪɡət/

organising committee

PA (noun) /,pi:'eɪ/

conference (noun) /'kɒnfərənts/

Congress (noun) /'kɒŋɡres/

security (noun) /sɪ'kjʊəriti/

teleconferencing (noun) /'telɪkɒnfərəntsɪŋ/

translation (noun) /trænz'leɪʃən/

arrange another meeting
complete the registration process
fill in a feedback form
keep to the agenda
pay attention to security
study the feedback
write up a report

Negotiating 2: Bargaining and reaching a compromise

Making suggestions

We'd like to suggest ...

Can we say ...?

What about ...?

Bargaining

If you ..., we'll ...

Reaching a compromise

We accept that ...

OK, then we'll ...

We agree to ...

Unit 24 Going up?

Dealing with conflict

Try to make things better

I really am sorry.

I guess I should have ...

Don't give in

It would be a real pity to ...

Try and see it from my point of view.

Try not to accept too much pressure

You have to agree that it's not always possible.

I'm glad that you accept my point.

Suffixes

negotiation (noun) /nɪˌɡəʊʃi'eɪʃən/

negotiate (verb) /nɪ'ɡəʊʃieɪt/

operation (noun) /ɒpə'reɪʃən/

operate (verb) /'ɒpəreɪt/

operational (adj) /ɒpə'reɪʃənəl/

organisation (noun) /ɔ:ɡənə'zeɪʃən/

organise (verb) /'ɔ:ɡənəɪz/

organisational (adj) /ɔ:ɡənə'zeɪʃənəl/

pension (noun) /'penʃən/

progression (noun) /prə'ɡreʃən/

progress (verb) /'prəʊɡres/

qualification (noun) /ˌkwɒlɪfɪ'keɪʃən/

qualify (verb) /'kwɒlɪfaɪ/

succession (noun) /sək'seʃən/

succeed (verb) /sək'si:d/

Your education

apply to university

be awarded a doctorate

complete a Master's degree

go to nursery school / kindergarten

go to university /gəʊ tu: ˌju:nɪ'vɜ:stɪ/

graduate from university

move to secondary school

sit university entrance exams

start primary school /stɑ:t 'praɪməri sku:l/

study for a higher degree

write doctoral thesis /raɪt 'dɒktərəl 'θi:stɪs/

Unit 26 Public relations

Public relations

build relationships

environmental impact

mass marketing

maintain relationships

PR strategy

public relations

relationship marketing

shelf life

sustain relationships

target audience

accountability (noun) /əˌkaʊntə'bɪlɪti/

high moral standards

ethics (plural noun) /'eθɪks/

honesty (noun) /'ɒnəsti/

integrity (noun) /ɪn'tegrəti/

openness (noun) /'əʊpənəs/

transparency (noun) /træn'spærəntsi/

plan (noun) /plæn/

strategy (noun) /'strætədʒi/

stakeholder (noun) /'steɪkˌhəʊldə/

welfare (noun) /'welfeə/

Meetings 3: Summarising and closing

Indicate the end of a meeting

Let's close the meeting now.

Time's running out.

Summarise

We've agreed that ...

The main point is ...

To sum up the discussion ...

Ask for questions

Any questions?

Any other points anyone wants to make?

Sound positive

This has been really useful.

It's been a good meeting.

We can look forward to the future.

We've made some very useful decisions.

Look ahead

The next step will be ...

We should fix another meeting.

We'll have another meeting soon.

Get in touch if you need ...

There'll be a report.

Unit 27 When I'm 74

Giving feedback

Give focused praise

I particularly liked the way you ...

Identify obstacles

What did you find most difficult about it?

Is there anything else you think you should work on for next time?

Define an action plan

[Reading/Deep breathing, etc.] can be very helpful.

I'm sure [reading/practising, etc.] can help.

Personal finance

agreement (noun) /ə'ɡri:mənt/

deal (noun) /di:l/

angry complaints

uproar (noun) /'ʌprɔ:r/

attraction (noun) /ə'trækʃən/

charm (noun) /tʃɑ:m/

get smaller

shrink (verb) /frɪŋk/

make worse

aggravate (verb) /'ægrəveɪt/

number (noun) /'nʌmbə/

proportion (noun) /prə'pɔ:ʃən/

receive (verb) /rɪ'si:v/

draw (verb) /drɔ:/

speed (noun) /spi:d/

pace (noun) /peɪs/

company/private/state pension

interest rate

fixed/variable rate

health/accident/car insurance

investment property

ethical/foreign investment

current/savings/deposit account

income/Value Added/inheritance tax

student/personal/fixed interest loan

earn money

get into debt

make [weekly/monthly, etc.] contributions

open a bank account

pay (money) into an account

pay into a pension fund

repay money

save money

save for retirement

take out a loan

Unit 29 Talk to a lawyer

Legal issues

acquisition (noun) /ˌækwɪ'zɪʃən/

appeal (verb) /ə'pi:l/

bankrupt (adj) /'bæŋkrʌpt/

breach copyright

claim compensation

be cleared

company law

contract (noun) /'kɒntrækt/

court (noun) /kɔ:t/

draw up a contract

employment law

joint venture

judge (noun) /dʒʌdʒ/

lose a case

merger (noun) /'mɜ:dʒə/

patent (noun) /'peɪtənt/

sue (verb) /su:/

take legal action
trademark (noun) /'treɪdmɑ:k/

Writing 2: Clear writing

Introduction

This [essay/report, etc.] concerns ...

Background

The history of this [plan/project/problem, etc.] is ...

Conclusion

The main recommendations are ...

Unit 30 Personal change

Getting important messages across

Choose the right moment and stress the importance

Are you busy at the moment?

I'm sorry, but it's really important.

Give the message a heading

It's about the [car/meeting, etc.]

Personal development

bashfulness (noun) /'bæʃfəlnəs/

shyness (noun) /'ʃaɪnəs/

ebb (noun) /eb/

level (noun) /'levəl/

gradual (adj) /'grædʒuəl/

complaint (noun) /kəm'pleɪnt/

grievance (noun) /'gri:vənts/

intimidated (adj) /ɪn'tɪmɪdeɪtɪd/

frightened (adj) /'fraɪtənd/

put in (phrasal verb) /pʊt ɪn/

work (verb) /wɜ:k/

stringent (adj) /'strɪndʒənt/

strict (adj) /strɪkt/

thumbs down

negative answer

tricky (adj) /'trɪki/

difficult (adj) /'dɪfɪkəlt/

wimp (noun) /wɪmp/

be assertive

develop your skills

draw up an action plan

get your work-life balance right

have fun

learn from your mistakes

manage time

set a goal

take risks

think positively