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CORSO DI LAUREA MAGISTRALE, ECONOMIA E MANAGEMENT

BUSINESS ENGLISH – YEAR I

B2/First Certificate Level - 160-180

Prof.ssa J. Thompson

Tuesday and Thursday 10.00-11.30

Aula 2



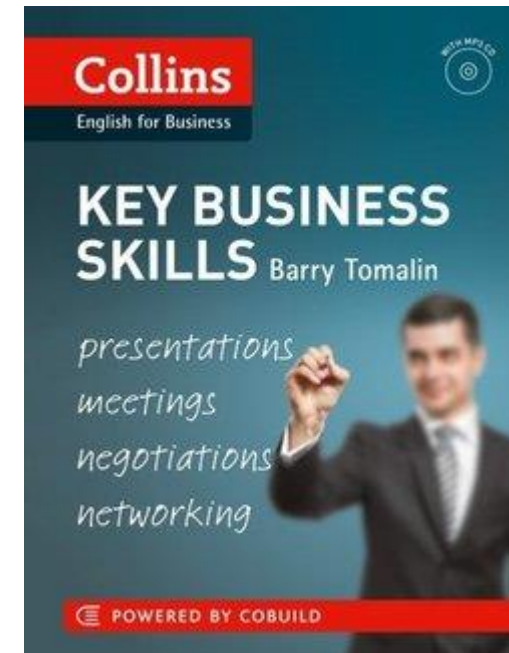
BUSINESS ENGLISH SKILLS

- Networking
- Presenting
- Negotiating
- Meetings
- Job seeking



Course Book

- Collins Key Business Skills with Audio CD
- Author: Tomalin, Barry
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NETWORKING IN ENGLISH



NETWORKING

- What is networking?
- Why is networking important?
- What essential skills are needed in networking?

DISCUSS...and make notes

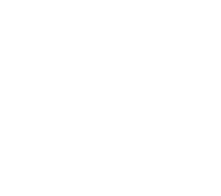


What is networking?

Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal setting.



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Why is networking important?

Business Networking is a really valuable way to expand your knowledge and learn from the success of others.



What essential skills are needed in networking?

- Active listening
- Social skills
- Public speaking skills
- Non-verbal communication
- Interpersonal skills
- Empathy
- Positivity



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1. INTRODUCTIONS



What topics are appropriate to mention when introducing yourself?



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You should usually include this information:

- Name
- Nationality
- Job Title
- Company
- Company Location
- Purpose of visit

And an 'elevator' pitch



The elevator pitch

Imagine you are in the elevator of an office you are visiting. You recognize that an important client who does not know you is standing there. You have a maximum of 30 seconds to introduce yourself and make an impression. Think about what you will say. Then read the Briefing.



Making a good first impression is an important skill but most people don't do it very well. They get confused. They say the wrong thing. They forget the most important information.

So what do you need to say? Remember these six things.

- | | |
|----------------------|--|
| 1 Name | Say your name CLEARLY. Pause between your given (first) name and your family name. |
| 2 Nationality | Say where you come from. This may help people identify your accent and make you easier to understand. |
| 3 Job | Say your job. Give your job title or say what your job is. |
| 4 Company | Give the company name. Say which company you work for. |
| 5 Location | Give the location of the company. |
| 6 Pitch | Make a <i>pitch</i> . Give a reason for talking to the person. Say why you are here. Describe in one sentence your responsibilities. A <i>pitch</i> is what you do to make the other person interested in you. |

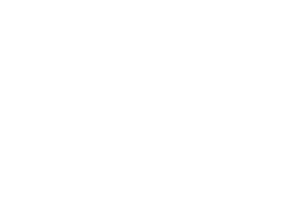


Framework for a pitch

- Present – state what you do that creates value.
- Past – give an example of an impressive achievement you had.
- Future – outline what you want and ask for input.



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Things to be careful about



Be careful about:

- shaking hands – maybe wait until they offer you their hand.
- making jokes – people can take them seriously, misunderstand or be insulted.
- asking people to do something – they may not be able to help or they may not want to. Don't alienate people, encourage them.



Listen and repeat these sentences.

Say hello

Hi, I'm (*your name*).

Hello, my name's (*your name*).

Good morning / Good afternoon / Good evening, my name's ...

Can / May I introduce myself? My name's ...

Say where you are
from

I'm from Rio de Janeiro in Brazil.

I'm Brazilian.

I come from Rio.

Say what your job is

I'm a project manager and IT specialist.

I work as an accountant for a big US corporation.

Say where you work

I work for / with Petrobras, the oil and gas company.

Give the company's
location

The company is based in Rio de Janeiro.

We're located in a suburb of Stuttgart.

Say why you are here
and what you are
doing

I'm responsible for overseas suppliers and I'm here to make an agreement with a new contractor.



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How to describe your current project



It is important to be able to describe your current project – what you are working on right now. Use this formula to describe your job and your current project simply and clearly.

| | | |
|----------|------------------------|--|
| P | Project title | First, say what the name of your project is. |
| A | Project aim | Next, say what its aims are. |
| P | Project process | Then say how you are organizing you project. |
| O | Project outcome | Finally, say what the outcome or result will be. |



1

Listen and repeat these sentences.

P

How to describe your project title

The focus of my current project is ...

The project I'm working on right now is ...

The project I'm currently responsible for is ...

A

How to describe your project aim

The aims and objectives of the project are ...

It's a project which is designed to ...

The project aims to ...

P

How to describe your project process

The project is organized in three stages: plan, build and run.

There are three phases in the project: project research, materials design and project dissemination.

The project is divided into three main areas: sourcing contractors, agreeing contracts and managing the supply chain.

O

How to describe your project outcome

You can describe the project outcomes in terms of QUALITY or of TIME.

QUALITY OUTCOMES

The project outcomes will be increased customer support, reduced customer complaints and higher overall customer satisfaction.

The outcome of the project will be improved performance and deeper staff engagement with the product and with the company.

TIME OUTCOMES

Stage one will be completed by December.

The project is due for completion by this time next year.

Glossary

To **disseminate** information or knowledge means to distribute it so that it reaches many people or organizations.



Using the PAPO formula think of, write down and describe a current or future project to your partner

P –

A –

P –

O –



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2. LISTENING



The secret of successful networking and communication at work and in social situations is to be a good listener. Good talkers are first of all good listeners. Research has identified four types of listener.

- pretend listeners
- marginal listeners
- active listeners
- non-listeners



Non-listeners

Non-listeners are more interested in what they have to say themselves than in the person they are talking to. This means they monopolize the conversation and they talk all the time. They have a lot to say and they say it.

Marginal listeners

Marginal listeners are also more interested in what they have to say themselves than the person they are talking to. However, they use what the other person says as an introduction to what they want to say. They often interrupt so they can tell you what they are thinking. Marginal listeners often get impatient. They may show this by their eye movements, by tapping their fingers on the table or on their knee or by moving their feet a lot. They constantly check their mobile phones for text messages, emails and phone messages.

Pretend listeners

Pretend listeners appear to listen but they are observing your character and judging what you say. As they listen, they are deciding how to respond. Pretend listeners are concerned with what you say and how you say it. They are not concerned with how you feel. They 'hear the words' but they don't 'hear the feelings'.

Active listeners

Active listeners are quiet and sympathetic. They listen to what you say but they also pay attention to how you feel. You may be nervous or angry, or very happy and pleased. They encourage you to express what you want to say and to continue speaking. They don't interrupt. They wait for you to finish before they respond.



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Show interest

How are things?
How's it going?
Sounds interesting!
How interesting!
Really?

Show surprise

Really?
Wow!
No!

Show sympathy

Oh, dear!
I'm sorry to hear that.
Really!
What a pity!

Show support

I'm sure we can fix this.
I'm certain we can work this out.
No problem. We'll deal with it.
If you need any help, let me know.

Reassure

Don't worry about it.
It'll be OK.
Don't worry. Everything will be fine.

Praise or
congratulate

Great!
Well done!
That's fantastic!
Congratulations!



Using F.A.C.E.

Using F.A.C.E. helps us to empathize with the person we are listening to

Focus

Acknowledge

Clarify

Empathize



In a conversation we can use F.A.C.E. to help empathize with the person we are listening to and show interest in what they are saying. F.A.C.E. stands for:

| | | |
|----------|--------------------|--|
| F | Focus | Focus means you focus on the speaker and no one and nothing else. You focus not just on the words they say but also on how they feel. You try and appreciate the total experience of the communication without judging what they are saying. Make a noise to show you are focusing and understanding, for example <i>Uh huh</i> or <i>Mmm</i> . |
| A | Acknowledge | Acknowledge means you recognize the person. You may do this by moving your head to show you are listening. Or you may adapt your facial expression to what they are saying. For example, be serious if they are describing something serious or smile if they are telling a funny story. Use short expressions like <i>I see</i> or <i>I understand</i> to show you are paying attention. |
| C | Clarify | Clarify means you ask simple questions to encourage the speaker. Questions like <i>What happened next?</i> or <i>How did you feel?</i> encourage the speaker to talk more. |
| E | Empathize | Empathize means saying something to show you appreciate the speaker's opinion or experience. |

If you use F.A.C.E, people will respond to you more and it will be easier to build positive relations with them.



1

Listen and repeat these phrases. You saw some of them in 2A.

F Focus

You do this with non-linguistic gestures, for example by looking the person in the eye or by holding your chin with your hand, and by using non-verbal language like Uh huh and Mmm.

Uh huh.

Mmm.

A Acknowledge

I see. *(to show you understand)*

I'm with you. *(to show you understand)*

Yes, of course. *(to show you agree)*

That's true. *(to show you agree)*

Really? *(to show surprise and interest)*

Right! *(to show you understand and agree)*

That's interesting.

C Clarify

What happened next?

What did you do next?

Could you say that again, please?

Tell me a little bit more about that.

Could you explain that in a bit more detail?

E Empathize

Great!

How wonderful! *(if the other person is describing a success)*

How awful! *(if it's bad)*

Well done! *(to congratulate)*

That's terrific! *(to celebrate good news)*

That's really interesting. *(to show strong interest)*



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3. SMALL TALK



1) What is small talk?

2) Why is small talk important?



What is a small talk?

Small talk is a casual form of conversation that "breaks the ice" or fills an awkward silence between people. It is sometimes considered rude to say nothing.



Why is small talk important?

It is important to get to know people personally. This is the best way to build a good relationship.



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Why are the topics of
small talk important?



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WHAT you talk about is important. When you deal with other cultures there is a danger that you may cause offence. You may say the wrong thing, be too personal or ask something that is OK in your culture but not in theirs.



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In addition, you may ask questions that fit cultural stereotypes. You may fix people wrongly in a traditional cultural image that your country has of them. It is important to see the people you deal with as PEOPLE, not as representatives of a cultural stereotype. How can you do this?



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**Recognize that everyone has different areas of experience. These influence the way they are.
The five main areas of experience are:**



- **National experience** – the country they come from
- **Regional experience** – the area in the country they come from
- **Professional experience** – the work or studies they have done and the organizations where they have worked
- **Social experience** – their experience of working in different organizations
- **Personal experience** – education and travel



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You want to know more about the person you are dealing with but you don't want to cause offence. Are there neutral questions you can ask?



| | |
|--------------------------------|--|
| National experience | Where are you from? |
| Regional experience | What part of (<i>country</i>) are you from? What's it like there? |
| Professional experience | Where did you work before you worked here? |
| Social experience | How was your last job different? |
| Personal experience | Have you travelled or studied abroad? |



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What is important is not just the questions but the follow-up questions you can ask because of what you learn from the answers to the first questions. Notice that we have asked questions about country, region, work and travel. In many countries people prefer you not to talk about family and social background. That may be too personal.



Business practice



1

Listen and repeat these questions.

National experience

Where are you from?

Where do you come from?

Do you mind my / me asking where you are from?

Regional experience

What part are you from?

What's special about your region?

Professional experience

What did you do before you came here?

How long have you worked here?

When did you start work here?

Social experience

How is this job different to / from your last one?

Personal experience

Do you have a holiday booked for this summer?

Have you been to Morocco before?

Where did you go to college?



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How to avoid causing offence



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In international business there are a number of sensitive areas that may be difficult to discuss. If you need or have to cross a cultural fault line, you must do so with great sensitivity. If you do not do so, you may offend your business partner and cause a breakdown in the working relationship.



In international business these are the main cultural fault lines to think about:

- Religious differences in a country
- Tensions between different language communities
- Regional differences
- Political differences
- Differences in economic status
- Differences in social status
- Historical rivalry with neighbouring countries
- Differences in the status of men and women

Glossary

A **fault line** in geology describes the plates of the surface of the earth. When they move, they can cause volcanoes, tsunamis and earthquakes. In a culture, fault lines can cause tension and conflict.

If you are visiting a country, it is important to find out about the cultural fault lines before you visit and to be sensitive when talking with people from that country.

Business practice



1

Listen and repeat these sentences.

How to ask about sensitive subjects

Do you mind if I ask you about the political situation?
Would you mind if I asked you about the social problems here?
Could I ask you a delicate question?

How to avoid difficult or sensitive subjects

I'd rather not discuss it if you don't mind.
If you don't mind, I'd prefer not to talk about it.
Can we change the subject?

How to agree to talk about a sensitive subject

Not at all. Go ahead.
Feel free.
No problem. What would you like to know?

How to apologize if you raise a sensitive area in conversation

I'm sorry if I said the wrong thing.
I'm sorry. I didn't mean to cause offence.
I'm afraid I may have caused offence. If so, I'm sorry.



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PRESENTATIONS



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How to structure your presentation



A business presentation may be:

- an informal 3 minute report to colleagues in a meeting
- a formal long speech to a large audience you have never met before

BUT

Every presentation has the same structure



- Tell them what you are going to say.
- Tell them you are saying it.
- Tell them you have said it.



Think of the presentation as a story with:

- a beginning
- a middle
- an end



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The beginning

Tell your audience what you are going to say.



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The middle

Tell your audience you are saying it.



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The end

Tell your audience you have said it.



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Use the 'Three Ss' Technique

Signpost

Signal

Summarize



Signpost

- Tell the audience your topic.
- Tell them how long the presentation will last.
- Tell them the main points you will make.
- Tell them if and when they can ask questions.



Signal

- Tell the audience when you are beginning each point.
- Tell the audience when you have finished each point.
- Your audience will know where you are in your presentation and this avoids confusion.



Summarize

- Summarize your main points.
- Make a conclusion. For example, what should we learn from the presentation?
- Invite questions.



Signposting phrases

Title

My presentation is entitled ...

I'd like to talk about the current project.

I'd like to give you an update on my current project.

Duration

My presentation will last about three minutes.

I'll talk for about three minutes.

Main points

I'll make three main points: first ..., second ... and finally ...

Questions

If you have any questions, please feel free to interrupt.

If you have any questions, I'll be happy to answer them at the end.

Signalling phrases

My first point is ...

That was my first point.

My second point is ...

That was my second point.

My final point is ...

That was my final point.

Summarizing phrases

Summary

In this presentation I have made three main points. First ..., second ... and finally ...

Conclusion

In conclusion, I think ...

That is the end of my presentation.

Thank you for listening.

Questions

If you have any questions, I'll be happy to answer them now.

If there are any questions, I'll be pleased to answer them.

Any questions? (*informal*)

Thanking

Thank you.

Thanks for your attention.



Signposting phrases

Title

My presentation is entitled ...

I'd like to talk about the current project.

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Duration

My presentation will last about three minutes.

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How do we deal with questions and interruptions?



To answer questions, use the Four Answers technique:

1 Thank

2 Repeat

3 Answer

4 Check



Why use the Four Answers?

Thanking the questioner is polite and makes them feel good. Repeating the question gives you time to think. It also allows you to rephrase the question to make sure you have understood it correctly. It also gives you the opportunity to make sure everyone in the audience has heard the question. When you have answered the question, ask if the question has been answered sufficiently.



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How do you stop interruptions?



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How to stop interruptions

If someone interrupts you and you want to finish your sentence, politely ask them to let you finish what you want to say first. Keep control of your presentation. Don't let members of the audience take control.



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What do you say if you don't know
the answer?



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What to say when you don't know the answer

If you are part of a team, refer the question to a member of the team who does know the answer.

If more information is available on your website, refer the questioner to the website.

Offer to get back to the questioner later with an answer.



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**Thanking and
repeating**

Thank you for the question.

The question was ...

If I understand, you want to know ...

If I understood correctly, the question was ...



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**Answering and
checking**

The answer is ...
Does that answer your question?



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Dealing with interruptions

Please, just let me finish.

If I could just finish what I was going to say.

Can I answer that question at the end of the presentation?

Could we deal with that at the end of the presentation?



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**Saying you don't
know the answer**

I'm afraid I don't have the answer to hand.

Can anybody in my team answer that question?

Can I refer you to our website?

If you give me your details after the presentation, I'll get back to you.



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Preparation and delivery



All good presenters do two things before any presentation. They prepare and they practise.

Here are some tips to help you prepare and practise your presentation. First, we'll go through three key principles in turn:

- Know what you want to achieve
- Know how to organize
- Know your audience



Know what you want to achieve

Most presenters want to do at least one of these things in a presentation:

- Exchange information (you might do this when updating colleagues on progress)
- Change behaviour (you might do this in a motivational presentation)
- Sell a product or service



Know how to organize

We have already focused on the Three Ss technique for presentations in 4A. Here are five other things to think about:

- 1 **Message** Summarize the key message of the presentation in one sentence. This is what you want your audience to remember as a result of your presentation. Use it at the beginning and end of your presentation.
- 2 **Main point(s)** Decide on three main points that will develop your key message. These will be the main points in your Three Ss structure.
- 3 **Motivation** Ask yourself: *Why will my audience be interested in this?*
- 4 **Take-aways** What will your audience take away from your presentation? Emphasize the take-away value in your summary.
- 5 **Examples** Can you think of any memorable short stories or anecdotes to tell to illustrate your points?



Know your audience

Try to find out something about your audience before you meet them online or face-to-face.
Use the acronym AUDIENCE to help you find what to research.

| | | |
|----------|---------------------|--|
| A | Audience | How many? From where? |
| U | Understand | What do they know already? |
| D | Demographic | Age, gender, social background, professions |
| I | Interests | What do they want to know? |
| E | Environment | Will they all be able to hear and see me easily? |
| N | Needs | What are their needs? |
| C | Customize | How do I need to adapt my presentation to their needs? |
| E | Expectations | What do my audience expect to learn or hear? |



How to keep the audience listening

- **Hooking**
- **Flagging**
- **Bridging**
- **Looping**



Remember these principles and use them with the Three Ss structure when you plan your presentations.

Together with these principles, good presenters use four techniques to keep their audience listening:

- 1 Hooking** A hook catches a fish. It also catches the attention of the audience. What is your hook?
- 2 Flagging** Tell your audience what is important.
- 3 Bridging** Make a clear bridge between your points.
- 4 Looping** Refer back to a point you made earlier in the presentation in order to reinforce it.



Hooking – getting the audience's attention

Let me tell you how to increase your profits.

I'd like to offer some ideas on how to increase productivity.

I want to share with you my experience in the financial markets.

Imagine a world where you couldn't use your mobile phone. What would you do?

Can you imagine a world where you couldn't use your mobile phone?

Flagging – emphasizing what's important

This is a really crucial point.

This is the most important point I want to make.

This is vitally important.

Make no mistake. This really matters.

Bridging – linking one point to another

Another important point is motivation.

Following that, we need to discuss how to engage our staff.

Let me turn now to my next point.

This brings me to my final point, what needs to change and how.

Looping – reinforcing what you have said before

As I said earlier, motivation is very important.

You may remember I mentioned motivation.

I said I would discuss efficiency savings. This is the right moment to do so.

Coming back to what I said before ...



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Presentation style



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There are six presentation delivery techniques you can use to get your audience's attention. These are especially effective at the beginning and end of your presentation.

**Ask a rhetorical question**

Let me start with a question. How do you engage your staff?

Let me ask a question at this point. How many of us do overtime on a regular basis?

Make a contrast

It's not what you do. It's the way that you do it that counts in this business.

You don't just come for sun. You come for culture and history and fun!

Repeat key messages

So let me repeat one more time, turnover is vanity, profit is sanity.

Remember, timing is everything.

One thing is important in presentations – practise, practise and practise again.

Sell an experience

Let me show you how this works.

I'm going to show you how good this idea is.

Let me tell you about a real-life experience.

Let me take you on a journey.

Say things in threes

So let me summarize. Revenue up, costs down, gross margin up.

Remember the Three Ss: signpost, signal, summarize.

Here are three things you can be sure of.

Surprise additions

And one more thing ...

Before I finish, let me offer you one more idea ...

I'd like to offer you one final thought ...

One final thought before we finish ...



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Voice and visuals



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You have prepared your presentation. You have introduced some interesting delivery techniques. Now you need to focus on two things. How do you use your voice? How do you use visuals in your presentation?



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Here are nine things that good presenters do.



Voice

- | | |
|----------------------------------|---|
| 1 Breathe before speaking | Your pitch is the tone of your voice. A very high voice can be hard to listen to. A very deep voice can be difficult to understand. If you breathe before you speak, your voice usually has a more level pitch. It also helps to breathe before you speak if you are nervous. If you are tense, your voice is usually higher than normal. |
| 2 Stress important words | Remember that in English we stress the most important word in the sentence. Listen to the recordings which accompany this book and note how the speakers stress important words. |
| 3 Vary your speed | Don't speak at exactly the same speed all the time. Slow down for really important points. |
| 4 Vary the volume | Speak more softly when you want to share something personal. Speak louder to emphasize your key points. |
| 5 Pause for effect | Use silence for dramatic effect. Don't be afraid to pause before you emphasize an important point or after you have made one. It gives the audience time to prepare for or to absorb the information. |



Visuals

| | |
|---------------------------------|--|
| 6 Face the audience | Talk to the audience not to the visuals or your notes. |
| 7 Don't hide the visuals | Don't stand in front of the projector, screen or flipchart. If you write on a flipchart or whiteboard, let the audience see what you are writing. |
| 8 Point | Use a pointer or your finger to highlight what you are referring to in your visuals. The audience needs to know where to look. |
| 9 Talk about the visuals | <p>Your audience can read. Don't just repeat what is on the screen or the flipchart.</p> <p>Refer to it, say what it shows and discuss the implications and not the text itself.</p> |



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MEETINGS



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Unit 7 Running a successful meeting



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What three things are essential
for running a successful
meeting?



There are three key factors for a successful meeting:

- Agenda
- Minutes
- Control



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The Agenda

What information is included on the agenda?



When the meeting is, how long the meeting is, who is invited.

It is important to tell people in advance if you can't attend a meeting.

Participants should receive these before the meeting.

This is an opportunity to check that action points in the minutes have been carried out, and, if not, why not.

These are listed and discussed in order.

Anything else that needs to be discussed.

Agree when the next meeting will take place.

Staff meeting

Date

Time and duration

Participants

AGENDA

Apologies for absence

Minutes of the last meeting

Matters arising

Agenda items

1

2

3

AOB (any other business)

Date of next meeting



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The Minutes

What are they?



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Taking the minutes

In a face-to-face meeting, a telephone or video-conference call, the minutes are the most important document. It is the record of the meeting and also the 'paper trail' of decisions made and action points to implement.



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So what should you put in the minutes? Three things:



WHAT? What decisions were agreed

WHO? Who is responsible for implementing the action points

WHEN? When the action points should be done by



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Who should take the minutes?



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In many meetings the chair or the convenor takes the minutes. However, if it's a big meeting, as chair you need to focus on control. Ask a member of the team to take the minutes, compile them and send them to you for checking. You should then circulate the minutes as soon as possible after the meeting. When you check the minutes of the meeting, make sure they focus on the *what*, *who* and *when* for each agenda item. Make sure they are precise.



Controlling the meeting

Who controls the meeting and what is
his/her job?



- establish clear objectives
- ensure information is transmitted
- manage the discussion
- keep to time
- achieve a clear and successful outcome



Establish clear objectives – make it clear in the agenda what the meeting should achieve.

Ensure information is transmitted – send out agendas, minutes, reports in good time.

Manage the discussion – make sure all views are heard and avoid personal confrontation in the meeting.

Keep to time – stop people talking for too long, avoid general conversation at the start of the meeting, make sure the meeting ends at the time agreed. If you need to go on longer, agree it with participants.

Achieve a successful outcome – summarize contributions after each speaker if necessary, summarize action points (*who* and *when* after each agenda point) and emphasize priority actions at the end of the meeting.



1

Listen and repeat these sentences.

Establish clear objectives

Let's establish the facts.

Our objective must be to get the project back on schedule.

Let's be clear about what we want to achieve.

Keep to time

Can we keep to time? I have another meeting after this one.

Time's moving on. Can we go on to the next item?

We're almost out of time. Can you be brief?

Interrupt a speaker

Thanks John, you've made your point. Can we move on?

Thank you, John. I think we've all got the point.

We're short of time, John. Can you sum up very briefly?

Agree with a speaker

Good point, Tanya.

I take your point, Tanya.





Ensure information is transmitted

Could you let me have me a copy of the paperwork?
Can you send a note to remind everybody?
Can you circulate the report you mentioned?
Keep me up to date with developments on a daily basis.
Can you keep everybody posted on developments?

Manage the discussion

Rather than looking to blame, let's look for solutions.
What is the main problem as you see it?
What are our options?
Let's go round the table and get suggestions.

Achieve a successful outcome

Let's set up a meeting to deal with that.
Those are all good suggestions.
I think we've made good progress.
We're making excellent progress.



MINUTES PLAN

Meeting title (title or objectives of meeting)

Meeting date

Meeting venue (if online, write online)

Participants (who was at the meeting)

Apologies (who said they couldn't attend the meeting)

Agenda items (for each agenda item)

- Title of agenda item
- Action point
- Who was responsible for action or reporting
- When

AOB

Date of next meeting



8. PARTICIPATING IN MEETINGS

What problems could there be for non-native speakers of English?



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Many non-native speakers of English say they find it hard to make their points in meetings, especially when they are dealing with native speakers of English. So what can you do to be certain you can make the points you want to make in meetings?



How to make your points

- | | | |
|---|--|--|
| 1 | Prepare | Get the meeting agenda in advance and read it. Note the points you are interested in and think about what you might want to say. |
| 2 | Tell the Chair in advance | Call or email the Chair of the meeting and make it clear that you would like to contribute on particular agenda points. |
| 3 | Sit where the Chair can see you | If it is a face-to-face meeting, sit in the eye line of the Chair so you can catch his / her eye. If you are next to the Chair or hidden by a colleague, this can be difficult. Signal to the Chair when you want to make your point, either verbally or non-verbally. |
| 4 | Make your points firmly | <p>Use these guidelines for your intervention:</p> <p>CLEAR Be as clear as you can. Explain what you will say and why you will say it.</p> <p>Pause before important words and phrases so people hear them clearly.</p> <p>POLITE Always be polite. Agree before disagreeing. Respect the other person's view.</p> <p>LIGHT Don't sound too serious. When we are nervous, we often sound too serious. Breathe out before you speak. It helps lower the voice.</p> <p>TIGHT A short, clear intervention is more effective than a long one. Say what you want to say, then stop.</p> <p>Remember these four words: CLEAR, POLITE, LIGHT, TIGHT.</p> |



Ask to intervene

Could I just come in here?
Could I just say something?

Make your point

I just wanted to say something about ...
My main point is ...

Stop an interruption

Just let me finish.
Hold on a moment. (*informal*)

**Apologize for
interrupting**

Sorry.
Sorry, I didn't mean to be rude.

**Get back to your
point**

As I was saying, ...

Make a suggestion

How about if we did this?
Why don't we do this?

**Conclude your
intervention**

That's all I wanted to say.
That's what I think we should do.



B Giving your opinion

Why is it important to give your opinion in international meetings?



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Giving your opinion in international meetings is important. It makes people notice you and it gives you a reputation. How you give your opinion is especially important. It decides if your reputation is good or bad and if you will increase your influence or lose it.



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Here are eight tips to help you give your opinion and increase your influence in international meetings.

6



1 **Know what you want to say**

Make sure you have a good reason to say something. Say it because you think it is a useful contribution to the discussion. Don't say it because you are angry or because you want to prove a point.



2 Focus on action

You want to change the way people think or what they do. Say the point you want to make simply and clearly. Focus on **WHAT** you want people to think or do. Then say **WHY** they should think or do it.



3 Be objective

Always remember there are two sides to any discussion. Don't assume your view is the only one that matters. Be prepared to recognize both sides of an argument and then state your position.



4 Focus on the problem, never the person

Don't insult, blame or complain. Be objective and fair. Focus on the facts as you see them. If you do this, more people will agree with you.



5 Don't judge

If you want to express an opinion say: 'I feel this is wrong.' Don't say: 'You are wrong.'



6 Show respect

Respect the other person even if you disagree with them. If you are wrong, be prepared to concede your point politely, never angrily.



7 **Be consistent**

Don't change your views or your principles. People will respect you if they know your principles and your approach. They won't respect you if you change your view all the time. However, if you do change your view, say so.



8 Be calm

A calm measured tone of voice, not too emotional or too fast, gets respect from your audience. During a conference call, be recognized by your calm, balanced tone. If you are chairing a meeting and two colleagues disagree with each other, always use a calm balanced tone of voice.



1

Listen and repeat these phrases and sentences.

**How to agree
strongly**

Absolutely!

I quite agree with you.

How to disagree

I agree up to a point but ...

I understand what you're saying but ...

**How to disagree
strongly**

With all due respect I completely disagree.

I'm afraid I can't agree with you on that one.

How to be objective

If we look at the situation objectively, ...

The facts of the matter are these.



How to agree strongly

Absolutely!
I quite agree with you.

How to disagree

I agree up to a point but ...
I understand what you're saying but ...

How to disagree strongly

With all due respect I completely disagree.
I'm afraid I can't agree with you on that one.

How to be objective

If we look at the situation objectively, ...
The facts of the matter are these.

How to concede

I take your point.
In that case, I withdraw my objection.

How to manage disagreement

Let's discuss this outside the meeting.
Can I suggest a compromise on this?

How to agree to disagree

Let's agree to differ.
I'm afraid we have to agree to disagree on this one.



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International Negotiations



Aims

- How to explain the meaning of 'negotiation'.
- How to introduce yourself and your company.
- How to recognise the five stages of a negotiation.
- How negotiation expectations differ across cultures.



'You don't get what you want. You get what you negotiate'

Think about these two questions

- What do we mean by 'negotiations'?
- Why do we negotiate?



What do we mean by negotiation?

It's a process by which **compromise** or **agreement** is reached while **avoiding argument** and **dispute**.

Negotiations include **informal day-to-day** interactions, eg. who is going to cook lunch, and **formal transactions** like conditions of sale or legal contracts.



Why do we negotiate?

Because we want to **make a deal** which is **beneficial** to **all** the **parties** involved. **Negotiation** means **compromise**. If you don't want to compromise then you are not negotiating.



A Presenting your organisation at the beginning of a negotiation

This is the **first thing** you must do.

You must **never assume** that your **negotiating partner knows** all the relevant information about **your company**.



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Introducing and clarifying your organization's status



Answers

| | | |
|---|----------|--|
| 1 Introduce yourself | h | This includes explaining your own role in your organization. |
| 2 Explain the type of company | f | This includes saying where your organization is based and what it does. |
| 3 Explain the core business | e | This includes describing the market sector(s) and your products or services in more detail. |
| 4 Explain the origins of the company | g | It is always interesting to potential partners if you give them some information about your company's history and development. |
| 5 Explain the financial position | d | Without revealing any confidential information, give your negotiating partner a sense of the financial scale of your company. |
| 6 Explain the importance | b | Tell your partner where you stand in comparison to the competition in your market sector(s). |
| 7 Describe the size of the operation | a | Give some information about where you have branches, factories, offices and so on. |
| 8 Describe your client base | c | Tell your partner about the kinds of companies and people you sell your services or products to. |



Listen and repeat these sentences.



Explain the type of company

We're a family business based in Milan.

We're a multinational travel company with our headquarters in Cincinnati.

Explain the core business

We're a logistics company, specializing in supply chain management.

We're a food processing company, specializing in meat products and a line of ready meals.

Explain the origin of the company

The company was founded by my grandfather 40 years ago.

The corporation started in 1934 as the Electronics Company.

Explain the financial position

We have a \$3 billion turnover.

Our turnover last year was \$150 million.

Explain the importance

We're the market leader in waste treatment technology.

We're among the top five manufacturers in Spain.

Explain the size of the operation

We have branches in over 50 countries.

We operate mainly in EMEA and the US.

Describe your client base

Our key customers are the leading supermarket chains in Europe.

We sell to major stores all over the world.

B The Five Stages of Negotiation

It is essential to have a shared understanding of the point you are at when negotiating internationally.

It is no good when one side thinks, for example, that they are outlining a position, and the other side thinks they are reaching a final agreement.



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Stage 1 Prepare

Stage 2 Explore

Stage 3 Propose

Stage 4 Bargain

Stage 5 Agree



The Five Stages

Stage 1 Prepare

In Stage 1 each side explains their position. They explain their market needs and they say what they expect from the negotiation.

Stage 2 Explore

In Stage 2 each side discusses the other's situation. They ask questions to find out more about what the person expects.

Stage 3 Propose

In Stage 3 one or both sides makes specific initial proposals.

Stage 4 Bargain

In Stage 4 both sides bargain about what they can offer. They ask the other negotiator for concessions and they try to agree on terms.

Stage 5 Agree

This is the stage you want to arrive at. You hear a 'buying signal', a phrase that tells you the other side is ready to agree.



Problems

1. You may not hear the signals for movement from one stage to the next.
2. The other side may change their position.

In reality, negotiations **never follow the five-stage process exactly**. Negotiators often **raise new points** and go on from the **Bargain stage back to Prepare or Explore stage**



Stage 1 Prepare

The way we see things the market is expanding.

The key issue in our market is quality product.

The problem we face is how to source quality product at a reasonable price.

What we want to achieve is quality, price and delivery.

Our situation is that we are very careful about investing.

Stage 2 Explore

Tell me what you feel about the products currently on the market.

Tell me what you think about the competition.

On the one hand you want quality, on the other hand you want reasonable prices. Can you have both?

Stage 3 Propose

I propose we do this.

I'm proposing we do this.

I suggest we start small and grow the business step by step.

Let's do this first.

What would happen if we offered a low price but for a bulk order?

Suppose we rebranded as our own product, would that be acceptable?

How would you feel if we put in a trial order to test the product?



Stage 4 Bargain

If we make a large first order, will you give us a discount?
If you agree to this, we are ready to sign an agreement.
If you can't agree to this, we'll have to withdraw our offer.
This is a deal-breaker for us.
I'm not happy with that. I need to rethink.

Stage 5 Agree

I'm happy with that.
I'm comfortable with that.
I can live with that.
Let's agree on that.
I think we can proceed along these lines.



Answers

Hard sell I want them to sell me the product and tell me how good it is.

Company pride My key concern is to support my company.

Risk embracing I calculate risks but I am prepared to take them when necessary.

Close I like to stay near to my customer. I telephone and visit whenever I can.

Positive orientation I believe that you should always emphasize the positive. Look for opportunities and be optimistic.

Soft sell I want them to tell me the product's qualities and disadvantages. I want to make up my own mind.

Personal career My key concern is to develop my own working progress.

Risk averse I avoid taking risks. I obey rules and never go outside them.

Distant I prefer relationships through emails and official channels.

Negative orientation I believe you should focus on problems, find out what went wrong and improve it. Being realistic is better than always being optimistic.



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11 Negotiating Styles



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What are the different stages of a negotiation?



Stage 1: Prepare
Stage 2: Explore
Stage 3: Propose
Stage 4: Bargain
Stage 5: Agree



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PREPARE and **EXPLORE** stages

You present your position

BUT

There are FOUR things to know before



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- 1 Know what you *want* to have** They include your 'must-haves' and a few 'give-aways' that you can offer if you need to.



-
- 2 **What you *must* have** These are your minimum requirements. You need these for the negotiation to be successful.



3 **Your BATNA** This is your BEST ALTERNATIVE TO A NEGOTIATED AGREEMENT. In other words, if you can't get what you want, your BATNA is your second best option.



-
-
-
- 4 Your 'walk-away' point** This is the point where you have to stop negotiating. It is similar to your minimum requirements.



At the PREPARE stage you do three things:

- 1 You agree the procedures of the negotiation.
- 2 You explain your objectives.
- 3 You explain your market and the opportunities you see.

And you ask your partner to do the same.



In the PREPARE stage, remember these three points:

- 1 Establish rapport.
- 2 Agree the agenda.
- 3 Say in general terms what you want to achieve. Ask what the other side wants to achieve.



At the EXPLORE stage you do three things:

- 1 You question your partner.
- 2 You ask for clarification of things you don't understand.
- 3 You check you have understood your partner's position correctly.



The EXPLORE stage in a negotiation is about asking questions and clarifying the other side's position. It has three important aims:

- 1** It creates a dialogue.
- 2** It helps you find out about the other negotiator's preferences.
- 3** It helps you find out their priorities, and their entry points and exit points.



The two key skills you need in the EXPLORE stage are:

- how to listen
- how to ask questions



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The start of a negotiation is the:

Entry point



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The start of a negotiation is the:

Exit point



1

Listen and repeat these sentences.

Fix the agenda

Let's start by agreeing the main points we want to cover.

What are the main points you want to raise?

Agree a procedure

How do you want to proceed?

State your aims

What we want to achieve is a win-win solution.

My aim is to clarify the situation so we can see the way forward and plan the next steps.

Listen positively

That's interesting.

Yes, please go on.

Use questions

Could you say a little more about that?

If I understand correctly, you are concerned about on-time delivery.
Is that right?

Summarize

So what you are saying is ...

So let me summarize what we've agreed.



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PROPOSING and BARGAINING



PROPOSING and BARGAINING

- 1) When you propose, you make AN OFFER
- 2) When you bargain, you DISCUSS with the other negotiator to find the best SOLUTION for both of you.



Proposing

When you propose, you make an offer to the other negotiator.

RULE 1 Make your initial proposals on the basis of what you agreed in the EXPLORE stage.

RULE 2 Allow the other side to make counter-proposals.

RULE 3 Sell the benefits of the proposal to the other side.

RULE 4 Explain the benefits of the proposal for you.



Bargaining

When you bargain, you discuss with the other negotiator to find the best solution for both of you. In a street market this often means finding the lowest acceptable price. This process is called *haggling*. Bargaining depends on conditions. 'If you do this, we will do this.' And there are rules for successful bargaining.

RULE 1 Always make an offer with a condition.

RULE 2 Never give something for nothing.

RULE 3 If you don't like the condition, propose a counter-bargain.

RULE 4 Don't argue, question.

RULE 5 Always confirm what you have agreed before you address issues you don't agree on.



1

Listen and repeat these sentences.

Make a proposal

Let me make a proposal.

I suggest we do this.

I propose we do this.

Invite counter-proposals

How do you respond to this?

What do you think of this proposal?

How do you feel about this?

Sell the benefits

This will help you maximize your business.

This will give you a higher profile in your market.

This is a very good offer.

Explain the benefits to you

The advantages from our point of view are ...

This relationship will help our company achieve a higher market profile.

Working together will enhance our profitability.

No offer without condition

If you can agree to this, I can offer you a discount.

If you could manage this, I could agree that.

If I ordered a million units, what discount would you offer?



Never give something for nothing

I will offer this provided you agree to that.

I will do this as long as you keep to our agreement.

I will agree to this provided we can complete within the agreed time frame.

Propose a counter-bargain

Could I suggest an alternative proposal?

Could I suggest we approach this from another angle?

Let me make a counter-proposal.

Don't argue, question

Can you explain why you feel that?

Please explain to me once more how you arrived at that figure.

Can you tell me how you reached that decision?

Always confirm agreements

Let's summarize what we agree so far.

Let me recap on what we've agreed.

Before we discuss outstanding issues, let's confirm what we've agreed.



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Closing the Negotiation



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What is the last stage of negotiation?



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Agreeing

we call it:

the close



Difficult negotiations

If you haven't reached an agreement at the end of a negotiation, there are three alternatives



- **Concede** – agree to demands made by the other side.
- **Compromise** – make small concessions and hope for concessions from the other side.
- **Walk away** – withdraw from the negotiation.



Strategies for reaching an agreement

- 1 Propose concessions that are acceptable to all sides.
- 2 Agree to 'split the difference' (agree to move to a central agreed position) between both sides.
- 3 Offer two or three alternatives.
- 4 Introduce new proposals or incentives.
- 5 If there is a stalemate, have an adjournment.

Glossary

Stalemate is a situation in which neither side in an argument or contest can win or in which no progress is possible.

An **adjournment** is a temporary stopping of a trial, enquiry or other meeting.



Things you should do at the AGREE stage

1 Record any agreements.

Make sure everything is recorded to avoid misunderstandings or disagreement.

2 Don't ignore detail.

If it isn't in the agreement, it may not be done.

3 Be confident but not aggressive.

If you are concluding a negotiation, always be supportive of the other person. They may be your partner for a long time.

4 Make sure that the people in the negotiation have the authority to conclude the negotiation.

Check the sign-off procedure on both sides. Make sure it corresponds to when you intend to start work.



1

Listen and repeat these sentences.

Record any agreements

Let's note what we've agreed so far.
What are the main points that we've agreed?
Shall we check what we've agreed?

Check anything that isn't clear

I'm sorry I'm not clear about ...
Could you just explain what you mean by ...?
I just need to clarify one or two things ...

Review alternatives

As I see it, there are two alternatives.
An alternative might be to ...
I can see no alternative to this course of action.

Introduce a new idea

One way to resolve this problem is to ...
Let me make another suggestion.
Could I suggest a way of resolving this situation?
Suppose we agree to split the difference.

Check detail

Can I just check some details?
Could you clarify that?
Could you explain what you mean?
Just so we're clear ...

Be positive

I'm sure we can come to a successful agreement.
We're nearly there.
All we need to do now is agree this.
Let's take a break and think about it.

Agreeing

I think we have a deal.
We agree to go ahead.
That's a deal then.



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Job seeking skills



Receptionist

Location: Edinburgh

The receptionist is the first point of contact for staff and visitors. The role involves a variety of tasks including answering and directing calls, welcoming visitors, scheduling meetings, and general admin support. Core hours are 8 a.m.–6 p.m. and you will need to be available to work earlier shifts some days and later shifts other days.

About you:

The ideal candidate will have a customer-focused personality with a strong can-do attitude. We're looking for someone with proven communication skills for liaising with individuals at all levels in a very fast-moving environment.

Interested? The closing date for applications is Wednesday 18th June – click 'Apply' before this opportunity flies away!

[APPLY](#)

Answer the questions

1. What are the responsibilities of the receptionist?
2. What skills are required?
3. Would you be interested in the job?
4. If you are interested in this job, what do you have to do?



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You send your C.V. and a cover letter.

If the company is interested in you, what do they do?



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They call you for an interview

How can you prepare for an interview?



Discuss the following tips for preparing for an interview. Which are more important? Which would you do first?

1. Try to predict the type of questions you are likely to be asked.
2. Do some research into the company you are applying for a job with.
3. Find out exactly what the job involves.
4. Analyse your skills and experience and identify where they match the job requirements.
5. Rehearse the interview.
6. Decide what you're going to wear.
7. Prepare a list of questions to ask at the end of the interview.



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Making a positive first impression

Before you arrive

Send out the right message about who you are through your physical appearance, your clothes and your body language



What can you do to create a positive first impression?

Think about:

- your appearance
 - body language
- how to 'break the ice'



- arrive on time
- dress appropriately
- smile
- be confident and relaxed
- demonstrate you have done some research into the company
- use clear, precise, positive language



Small talk

The outcome of an interview can be decided in the first five minutes. From the moment you arrive for an interview you are being assessed. Even before the interview itself begins you will be communicating a message about who you are. In order to create a positive impression, it's important that from the moment you arrive what you say is clear, confident and enthusiastic.



Having some small talk helps to build a positive rapport with the interviewer. In the UK the weather and transport problems are very common and appropriate small talk topics. In pairs, discuss the following questions.

- 1 What small talk topics are commonly discussed in your country?
- 2 Are there any things you would avoid talking about?



Body language

Much of the impact you create at an interview is based on your body language, and getting this right is essential. The way you walk, sit and act may influence your interviewer's opinion of you as much as what you actually say.



a In pairs, discuss the following questions.

- 1 How could your body language let you down in an interview?
- 2 How can you avoid these problems?



4a

- 1 Slouching or leaning back in the chair; giving the impression that you are too casual about the job; flapping your hands around a lot when you speak; folding your arms, making you appear defensive; staring at the floor or focusing too much on one interviewer in a panel; talking too fast, slow, etc.
- 2 Sit reasonably upright to create a more positive professional impression; hold your hands together to avoid unnecessary

movements (although moderate hand movements are perfectly acceptable and can enliven the conversation); keep your arms open and resting on your lap; maintain good eye contact with the interviewer who asked you the question, but glance from time to time at the other interviewers (this can also help you judge the interviewer's reaction to what you are saying); try not to talk too fast and keep your tone moderate; take a deep breath before you start to answer a question and try to keep your answers concise



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Dealing effectively with interview questions



Look at the following common interview questions. Write the type of question (a–c) next to each question (1–12).

- a Questions that require you to talk about yourself, your ambitions, your personality, your hobbies and interests
- b Questions that require you to prove you have researched the job and company you have applied for work with
- c Questions that require you to demonstrate you have the skills and experience required for the job

- 1 Can you tell us something about yourself? a
- 2 What experience do you have that is relevant for this position? ____
- 3 What did you learn during your time at university? ____
- 4 What do you see as your strengths? ____
- 5 What do you think about our website? ____
- 6 What attracted you to the position? ____
- 7 How would your colleagues describe you? ____
- 8 What sorts of projects did you work on in your last position? ____
- 9 What university did you attend and why did you choose it? ____
- 10 How do you typically approach new projects? ____ ____
- 11 What do you know about our company? ____
- 12 Where do you see yourself in five years' time? ____



b

2 c

3 c

4 a

5 b

6 b

7 a

8 c

9 a

10 a & c

11 b

12 a



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Talking about yourself



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In all interviews you will be required to talk about yourself. The interviewers want to find out whether you're the type of person who would be able to do the job and also whether your personality would fit in with the rest of the company.



In pairs, discuss how you would answer the following questions.

- 1 Can you tell us something about yourself?
- 2 What did you learn during your time at university?
- 3 What kinds of things do you worry about?
- 4 Would you say you're an ambitious person?



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Complete the interview
with these words:
apply; communicate;
develop; gain; get (x2);
lead; make; meet;
motivate; ~~put~~; work

Interviewer: Can you tell us something about yourself?

Alejandro: Well, I'm motivated and I (1) put a lot of effort into everything I do, whether I'm studying at university, at work or even when I'm playing sport. During my last year at university I was captain of the basketball team. I had to organise matches and (2) _____ the players. As captain it was essential that I was able to (3) _____ effectively and get along with everybody in the team ... and for the first time in years our team managed to reach the regional final. We didn't win, unfortunately, but (4) _____ the team to the final was a big achievement for me.

Interviewer: What did you learn during your time at university?

Alejandro: Oh, lots of things. My Economics degree was very practical, and there were many elements of the degree that could be (5) _____ to the business world. I had a number of challenging assignments, which often had to be completed within a short period of time. This helped me to (6) _____ my prioritising skills and ability to (7) _____ to tight deadlines.

Interviewer: What kinds of things do you worry about?

Alejandro: I worry about normal things, the same as everybody else, I think. I worry about (8) _____ deadlines and (9) _____ everything done on time. I used to worry about data on my computer quite a bit. Now I back up all my data on an external hard drive, so that everything is protected. This way I've got one less thing to worry about.

Interviewer: Would you say you're an ambitious person?

Alejandro: Yes, I would say that I'm ambitious. I'm very keen to (10) _____ a job with a company such as yours where I can (11) _____ full use of my degree and professional experience. I am a dedicated worker and would hope to (12) _____ internal promotion based on my performance at work.



e

2 motivate

3 communicate

4 leading

5 applied

6 develop

7 work

8 meeting

9 getting

10 get

11 make

12 gain



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Common interview questions



In pairs, discuss how you would answer the following questions. Then, take turns to ask and answer them.

- 1 What do you see as your strengths?
- 2 What university did you attend, and why did you choose it?
- 3 What are your weaknesses?
- 4 What do you like doing in your spare time?



Match the advice (a-h) to the questions (1-4)

- 1 What do you see as your strengths?
 - 2 What university did you attend, and why did you choose it?
 - 3 What are your weaknesses?
 - 4 What do you like doing in your spare time?
-
- a Use examples from your experience to support your claims. 1
 - b Don't say that you chose it because it was the closest one to home. ____
 - c Mention what steps you have taken to tackle this problem. ____
 - d Focus on the educational/academic/professional reasons for your choice. ____
 - e Don't use tentative language such as 'I feel' or 'I think I'm quite good at'. ____
 - f Mention anything that demonstrates you working as part of a team or group. ____
 - g Don't say that you have none. ____
 - h Talk about things that are unusual and memorable. ____



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7c

b 2

c 3

d 2

e 1

f 4

g 3

h 4



INTERVIEW QUESTIONS

CANDIDATE A

Why did you choose to study your degree subject?

What did you most/least enjoy about your time at university?

What skills did you develop at university?

How will your degree help you in your future profession?

What are your strengths and weaknesses?

What is your biggest achievement?

How do you handle stress?

What motivates you professionally?

How do you work in a team?

How would your colleagues describe you?

How have you changed over the last 5 years?



The exam consists in:

- A dialogue between candidate and examiner of approximately **10 mins**
- **Questions and answers** relating to a job application and the Business English course



To pass the exam candidates must:

- Demonstrate a **B2 (First Certificate) level** of English:
 - Language** (grammar and vocabulary)
 - Skills** (listening and speaking)
 - Interaction** (understanding and answering appropriately)
- Demonstrate **critical and independent thinking**



To pass the exam candidates must:

- Search online and find a job advertisement for a professional job
- Use the Job Description and Person Specification to talk about the job



To pass the exam candidates must justify/describe:

- Why they would apply for this job
- Why they would like to work for the company
- The main role of this job
- Why they feel they are the best candidate for this job
- Which BE skills they would need for this role



To pass the exam candidates must consider and explain:

- What they found of particular interest about the course
- How this will impact on the role they have chosen to apply for
- Which areas of BE you feel you need to develop in the future and why?
- Think about the questions from the course



GRADES

B2/FCE

1-2

3-4

5

5 +

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0-17 - Fail

18-23 - Pass (lower)

24-27 - Pass (upper)

28-30 - Pass (with distinction)



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Talking about a job



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Career opportunities with a Business Degree



What Can You Do With a Business Degree?

Corporate business careers are available in all sectors: all industries need **strong leaders, managers, financial advisors** and **market-savvy decision-makers**. For many business graduates, however, the **traditional pathways** still hold a strong appeal – including careers in the **banking and financial sectors, consultancy, human resources and marketing roles**.



Typical careers with a business degree

Good business and management skills are key elements of any profitable company, and therefore **effective leaders, strategic thinkers and financial experts** are all in great demand. Big or small, global or local, companies all over the world are looking for business graduates.



Business careers in accounting and finance

Jobs in accounting or finance, may involve **reviewing the company's financial situation** both past and present; **advising clients and colleagues on tax and expenditure**; **managing records and business transactions**; playing a role in **mergers and acquisitions**; and taking responsibility for **preventing bad practice** as well as **fraud** and **negligence**.



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Business careers in management

Becoming a manager is a hard job, with long hours and heavy responsibilities. The advantage is that managerial roles are highly-paid, as well as giving many opportunities for career progression or even a career change. Managers can be found across all industries and fields, and their job is to provide structure and strategy to a workplace.

Because of the responsibility of such positions, a Master's Degree is required or a number of years of mid-level work experience . Despite this, business graduates are well-placed to become managers later on in life.



Business careers in consultancy

Another option is the field of business consultancy. This involves working as part of a team, combining your **business expertise** and **analytical skills** in order to **provide advice to other companies**, usually focusing on how to optimize a specific project or part of the business. Projects and clients may vary widely, ensuring plenty of new challenges.



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Business careers in retail and sales

Opportunities within sales and retail are numerous, including shop-based and office-based roles, as well as travelling positions for which a good knowledge of global markets is a must.



Other common graduate careers

Other common graduate careers with a business degree include roles within **auditing, banking, communications, distribution, energy and utilities, hospitality and leisure, IT, insurance, journalism, law, logistics, manufacturing, media administration, production management, public relations, the public sector and defense, risk management and tax.**



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Less typical careers with a business degree

What can be done with a business degree *without* following the typical routes? Roles requiring business knowledge and analytical thinking are innumerable, and choices of which industry to work in is likely to be based on personal interests.



Business careers in media

Although business studies degrees may not seem like the most creative of pathways, they can in fact lead to many roles within creative industries. Media is one such widespread industry, an umbrella term covering **TV, film, online, newspaper and magazine publishing**, events and more. A solid understanding of the media sector of interest is needed. **Business careers** in media include **roles in sales, human resources, PR, finance and accounting, operations, marketing and branding**, as well as **overall management and strategic direction**.



Business careers in marketing and advertising

Opportunities in **marketing** and **advertising** are numerous for business graduates, particularly for those with a bit of creative flair. In these industries, business graduates can use the **analysis and report-writing skills** perfected during their degree in order to **conduct market research, develop marketing strategies, manage client relationships, liaise with copywriters, designers and printers, analyze markets and evaluate campaign results**. These roles usually require collaboration with specialists such as designers, video producers and copywriters.



Business careers in Human Resources

Business doesn't have to be a world of fierce competition, and careers within human resources offer roles which require both business knowledge and highly perfected interpersonal skills. **Recruitment, training** and **pay** are all areas handled by the HR department. **Great communication skills** are essential, but also a **good basic understanding of business operations and management** as well as **detailed and up-to-date knowledge of employment laws and company regulations** are required .



Business English Skills

- Networking
- Presenting
- Negotiating
- Meetings
- Job seeking

Which of these skills are important for each business role?



NETWORKING

- Why is networking important?
- What do you believe to be the essential skills needed in networking and why?



PRESENTATIONS

- What makes a good presentation – think about the structure and how to deliver it



Meetings

- What 3 factors are necessary for a successful meeting
- What difficulties may non-native speakers of English have when participating in meetings?



NEGOTIATIONS

- How is a 'good' negotiation conducted?
- What cultural problems could you have in international negotiations?



- What type of career could a Business graduate undertake?
- Which do you think is the most important phase of the recruitment process and why?
- Which phase of the recruitment process do you think is the most difficult phase of the recruitment process and why?