

A

Which of these statements do you agree with? Why?

- 1 The best number for a meeting is six people or fewer.
- 2 Never have food or drink during a meeting.
- 3 Always start and finish a meeting on time.
- 4 You should sit round a table when you have a meeting.
- 5 A meeting must always have a leader.
- 6 At a formal meeting, each person should speak in turn.

B



CD1.41 DC Dynamics is an electronics company based in Boston, USA. The marketing department held a meeting to discuss their new smartphone. Listen to the meeting, then answer these questions.

- 1** What were the main aims of the meeting?
- 2** Which month did they choose for the launch?



CD1 TRACK 41 (L = LINCOLN, M = MEI, C = CHENG, W = WAN)

L: OK everyone, let's begin, shall we? Our main purpose is to decide the date of the launch for our new product, DM 2000. After that, we've got to decide the recommended retail price for the phone and talk about our marketing plans, OK? Mei, what's your opinion? Should we launch in June or September?

M: Personally, I'm in favour of June. Let's get into the market early and surprise our competitors. It could give us a big advantage. It might even force them to bring out their new phones earlier. I mean, before they're really ready to do so.

L: Thanks, Mei. What do the rest of you think? Cheng, how do you feel about this?

C: Well, um, I'm not sure about June, really. Mm, I think it's too early – in fact, far too early. We need more time to plan our marketing. You know, a lot of people, potential buyers, will be away on holiday in June. It's not the best time to have a launch. We need to start with a real bang.

L: Mm, thanks, Cheng. Wan, what's your view? I believe you'd prefer a later date for the launch. Is that correct?

W: Yeah, June's too early. I think September's the best time. We can promote the smartphone strongly then, with a multimedia campaign. The last three months of the year have always been the peak period for selling new electronic products. That's when we need to put the phone on the market.

L: Mm, I agree. I think there are good reasons for choosing September. What about the recommended retail price for the phone? Any thoughts on that?

M: Hold on a minute. I thought we were talking about the launch date, not the price.

L: OK, Mei, maybe we are moving a little too fast. Let's get back to the point. I get the feeling that most of us seem to prefer September, is that correct?

C/W: Yeah.

M: Mmm, maybe.

L: OK, we're agreed. The launch is in September. Now, what about price? Wan, I asked you to bring us ideas about this.

W: I know we've set a price, but we should think again. I think it should be about 900 Hong Kong dollars.

L: Ah. And your reasons?

W: Well, simply, our main competitor brought out a smartphone recently. It retails at just over 1,000 Hong Kong dollars. If we sell at 900, we'll be undercutting them by 10 per cent. So, we'll have a big price advantage at the start of our launch.

L: Good. We need to be sharp on pricing. Now, what sales outlets do you think we should target, Wan?

W: No problem there. We could start with the specialist mobile-phone stores and big department stores. After that, we could look at other distribution channels. You know, stations, airports – that sort of thing.

L: Right. Sounds OK to me. Everyone happy with Wan's suggestions?

M/C/W: Yeah. / Fine. / Great.

C

 **CD1.41 Listen again and tick the expressions which the chairperson uses.**

- | | | |
|---|---|--------------------------|
| 1 | OK, everyone, let's begin, shall we? | <input type="checkbox"/> |
| 2 | Our main purpose is to decide the date of the launch. | <input type="checkbox"/> |
| 3 | Mei, what do you think? | <input type="checkbox"/> |
| 4 | Cheng, can you give us your opinion about this? | <input type="checkbox"/> |
| 5 | Any thoughts on that? | <input type="checkbox"/> |
| 6 | Let's get back to the point. | <input type="checkbox"/> |
| 7 | Now, I'd like to move on to sales outlets. | <input type="checkbox"/> |



Mei: Personally, I'm *in favour*¹ of June. Let's get into the market early and surprise our².

Wan: Yeah, June's too early. I think September's the best time. We can promote the smartphone strongly then, with a multimedia³.

Lincoln: What about the recommended retail price for the phone? Any thoughts on that?

Mei:⁴ a minute. I thought we were talking about the⁵ date, not the price.

Lincoln: OK, Mei, maybe we are moving a little too fast. Let's get back to the⁶.

Lincoln: Good. We need to be sharp on pricing. Now, what sales outlets do you think we should⁷, Wan?

Wan: No problem there. We could start with the specialist mobile-phone stores and big⁸ stores. After that, we could look at other distribution⁹.



USEFUL LANGUAGE

CHAIRPERSON/LEAD

Beginning the meeting

Can we start, please?

Right, let's begin.

Stating the aim

The main aim/purpose of this meeting is to ...

Asking for comments

What do you think?

How do you feel about this?

Changing the subject

Let's move on now to ...

The next thing to discuss is ...

Clarifying

What do you mean by ...?

Sorry, I don't quite understand.

Summarising

OK, let's summarise.

Right, let's recap.

PARTICIPANTS

Giving opinions

I think we should ...

I'm in favour of ...

Making suggestions

Perhaps we should ...

We could ...

Agreeing

I think you're right.

I (totally) agree.

Disagreeing

I don't know about that.

(I'm afraid) I don't agree.

Interrupting

Hold on (a moment).

Can I just say something?

A

Read the Elise sales advert below and find expressions which mean the following.

- 1 There are some good offers. *great deals*
- 2 The buyer pays only a small amount of money at the beginning.
- 3 The buyer pays some money every four weeks for a year.
- 4 There is no cost for transporting the goods to the buyer.
- 5 It doesn't cost extra to pay over 12 months.



ELISE SOUND AND VISION

*'The sights and
sounds of tomorrow'*

- great deals on all home cinema, audio and TVs
- 3-year guarantee
- low deposit
- pay £100 now followed by 12 monthly payments
- interest-free credit
- free delivery

'Rest is a good thing, but boredom is its brother.'
Voltaire (1694–1778), French philosopher

A

Add the verbs from the box to the phrases below to create some common stressful situations.

being finding ~~going~~ having making moving shopping travelling
taking waiting

- | | |
|---|--------------------------|
| 1 .. going .. to the dentist | 6 house |
| 2 in a long queue | 7 an interview |
| 3 stuck in a traffic jam | 8 a speech |
| 4 a parking space | 9 by air |
| 5 with your partner/family | 10 an exam or test |

Which of the above situations is the most stressful for you? Can you add any others to the list?

B

What do you do to relax? Which of these activities are the most effective for you, and why? In what other ways do you relax?

- playing a sport
- reading
- eating/drinking
- having a bath
- walking
- gardening
- massage
- shopping
- listening to music
- watching TV
- meditating
- browsing online
- blogging
- using Facebook/YouTube

C

Rank these situations from 1 (most stressful) to 10 (least stressful). Then discuss your choices.

- making a presentation to senior executives
- leading a formal meeting
- telephoning in English
- writing a report with a tight deadline
- negotiating a very valuable contract
- meeting important visitors from abroad for the first time
- asking your boss for a pay rise
- dealing with a customer who has a major complaint
- covering for a colleague who is away
- taking part in a conference call

Homework

The dictionary defines stress as ‘a continuous feeling of worry that prevents you from relaxing.’ At work there are a lot of potentially stressful situations. For example, having to¹ *lead*² a formal meeting or² a presentation to senior executives can cause stress, especially the first time. In fact, all kinds of situations are more stressful when you have never found yourself in them before. However, experience does not always solve the problem. Indeed, many people say that they always feel under stress when³ a valuable contract or meeting important visitors from abroad or even just when working to⁴ deadlines. Other situations that employees generally find difficult to cope with include dealing with a customer who has a⁵ and asking the boss for a pay⁶.

All the situations mentioned above are examples of short-term stress. Experts agree that this kind of stress is less damaging to health than long-term stress, which happens when employees constantly work⁷ pressure or have to cope with an ever-increasing⁸. In such cases, a complete change of⁹ can, of course, be a solution but companies should try to reduce stress levels before their employees are severely¹⁰ otherwise absenteeism may increase and some staff may even decide to¹¹.

1	a) direct	b) go	c) lead
2	a) make	b) speak	c) show
3	a) dealing	b) negotiating	c) transferring
4	a) sharp	b) tight	c) narrow
5	a) complaint	b) complaining	c) complain
6	a) rising	b) bargain	c) rise
7	a) on	b) in	c) under
8	a) workload	b) workforce	c) workaholic
9	a) life cycle	b) lifestyle	c) work-life balance
10	a) worked out	b) overworked	c) worked over
11	a) recruit	b) resign	c) participate

B**Complete the sentences with the correct prepositions.**

- 1 Being stuckⁱⁿ..... a traffic jam on your way work can be quite stressful, especially if you have an important appointment.
- 2 In Ireland, example, the economy is shrinking and business owners are worried how they will keep their business alive.
- 3 Gentaro is part a multinational company based Milan.
- 4 I wish I could relax a bit more instead having to work strict deadlines all the time.
- 5 Lisa worked until 11 o'clock night to meet the deadline presenting the report.
- 6 Mike says going a stress counsellor is out the question.