

Objectives

Talk about innovation

Present ideas and refer to evidence

Talk about ability in the past, present and future



First published in 2024 by mYngle

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1. Answer the questions:

- How does technology help you every day in your place of work?
- Do you keep up with the latest technological developments?
- What kind of technological innovations have you heard about recently?

2. Four people are speaking about one and the same latest technology. Read and try to guess what technology 'it' is.



Anastasia Synn

'I really feel like it could be the wave of the future. I think that as people learn more about it and see all the conveniences it can bring into their lives, more and more people will be more comfortable with it. I can't imagine my life without it.'



Hannes Sjoblad

'It can be used to replace, for example, badges, swipe cards, and most importantly, health wearables. However, the real value lies not in adding documents to it, but in using it for collecting health data. I think it will be everywhere in maybe just one year or two, it is a phenomenon that has really taken off.'



Patrick Paumen

'I use it to unlock my smartphone, the front door or the car doors. Technology keeps evolving, so I keep collecting more. It augments my body. I wouldn't want to live without it.'



Kevin Warwick

'It's really cool stuff, you got to go with it. When you have it, it's part of you. As I'm walking around with it, the things are happening for me.'

3. Read the questions and then find the answers in the text:

1. What is the most cutting-edge thing about Hannes Sjoblad?
2. When was the first microchip implanted into a human?
3. Why do more Swedes have microchip implants compared to people in other countries?
4. What do people use microchip implants for?
5. What must be done to improve the microchip technology and ensure its safety and effectiveness?

Hannes Sjoblad is a biohacking entrepreneur from Sweden, and the most **cutting-edge** thing about him is the microchip in his hand. The tiny implant is the **technological breakthrough** in a biohacking technology that is steadily becoming a part of normal life in Sweden. 'We have created a new implant which is not a chip; it's a device where you can add different functions', he says. The idea isn't **innovative**, a microchip was first implanted into a human back in 1998, but it is only during the past decade that the technology has become **commercially-viable** and available for everybody. In order to achieve this, companies have **brought** the cost **down** to as low as 50 to 300 EUR.

In Sweden more than anywhere else the future is already here because it's a very tech-savvy society, which explains why thousands of Swedes already have microchip implants that they use in their daily lives, waving their hand to gain entrance to the gym, making payments or verifying their ID.

The national train company SCA has **set up** a system that allows people to use a microchip instead of a ticket and around 2,600 people has signed up to use it. These chips are already making an impact in Sweden, and they may soon become a regular part of modern life and the human body.

The implementation of this technology is possible due to the efforts of innovators who have **come up with** new ways to use it. This approach is **bringing about** a change in how people interact with technology. The success of this technology will **pay off** in the long run, as it will provide benefits to many people. For example, the long-term goal is for the new chips to help provide medical care in remote communities.

However, to make it work, people must **carry out** research and development to improve the technology further. They must also **take up** the task of **getting around** potential issues, such as privacy concerns.

The government and businesses must **take forward** the initiative to make this technology more widely available. Besides, it is essential to **set up** a robust regulatory framework to ensure that this technology is safe and effective.

Overall, this technology will **bring down** barriers and will allow for more efficient and convenient ways of doing things.



4. Match the phrasal verbs from the text to verbs 1-9 with the same meaning:

1. avoid (a problem)
2. cause (something to happen)
3. create (an idea)
4. develop (a plan, a project)
5. have a good result
6. perform (an activity, research)
7. reduce (costs)
8. respond to (a challenge)
9. start (a business, a project)

5. Match (1-7) with a-g to complete the phrasal verbs from the text (*optional*).

- | | |
|---|--|
| 1. Companies have brought the cost _____ | a. up with new ways to use it. |
| 2. The national train company SCA has set _____ | b. about a change. |
| 3. Innovators have come _____ | c. out research and development to improve the technology further. |
| 4. The success of this technology will pay _____ | d. down to as low as 50 to 300 EUR. |
| 5. This approach is bringing _____ | e. forward the initiative to make this technology more widely available. |
| 6. To make it work, people must carry _____ | f. up a system that allows people to use the microchip instead of a ticket. |
| 7. The government and businesses must take _____ | g. off in the long run. |

6. Complete the statements with the phrasal verbs from the box.

carry out bring down take up pay off bring about take forward come up with

- Innovation can _____ significant changes in the way we live and work.
- If you want to be successful in innovation, you need to _____ the challenge of constantly improving and adapting to change.
- To stay competitive, businesses need to _____ the latest technologies and incorporate them into their operations.
- Cybersecurity measures are crucial in order to _____ the risk of data breaches and protect sensitive information.
- It's important to _____ thorough testing before implementing the latest technologies.
- The marketing team needs to _____ a campaign to attract more customers.
- Hard work and dedication can _____ when it comes to achieving your goals.

7. Work with a partner. Discuss reasons for and against microchip implants in humans. Try to use the phrasal verbs from ex. 6 in your talk.
8. What developments do you expect to see over the next ten to twenty years?
Consider the following:

- education
- electronic equipment
- travel

- vehicle
- communication
- medicine

Complete the following statements with your ideas:

- The biggest changes will be in _____.
- The most exciting developments will be _____.
- We will be able to _____.
- The effects of _____ will be _____.
- The main thing we have to worry about is _____.

extra vocabulary

To the fore - to public attention or into a noticeable position.

E.g. Various ecological issues have come to the fore since the discovery of the hole in the earth's ozone layer.

extra vocabulary

To push the boat out - to spend a lot of money on celebrating something.

E.g. They really pushed the boat out for Annie's wedding.

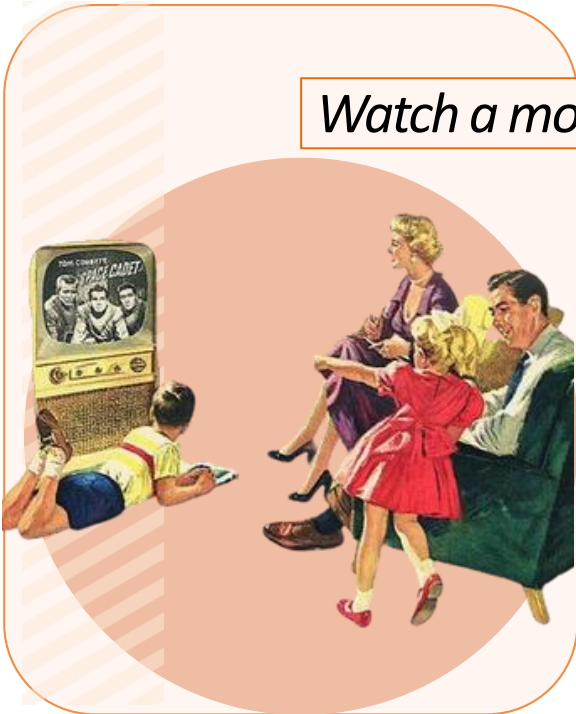
1. Look at the pictures below and imagine what life was like 50 years ago. How would you do the following things back then? What has changed? What hasn't?



call a friend



Listen to music



Watch a movie



Gossip



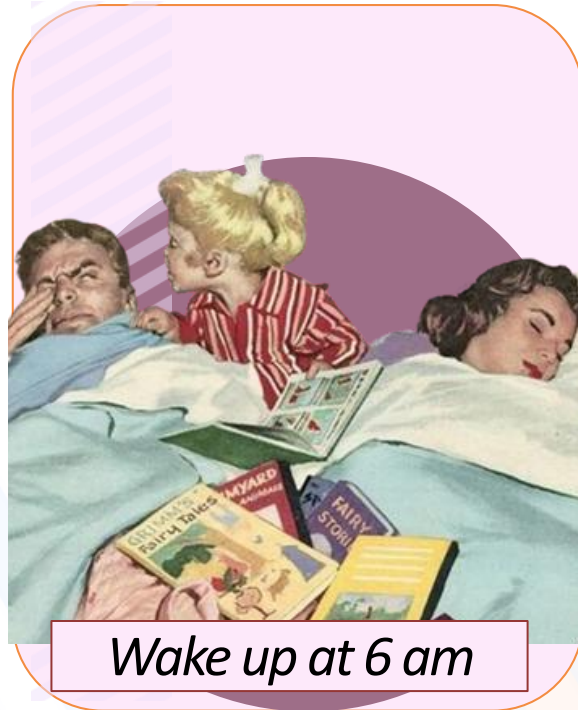
Solve a difficult math problem



Read news



Plan a trip



Wake up at 6 am



Audio 4.1

2. Listen to the first part of the interview with Lasse Nipkow, an immersive audio producer, and answer the questions.

1. What is spatial audio?
2. What is its main feature?
3. How does it differ from traditional stereo sound?



Audio 4.2

3. Listen to the second part of the interview and jot down the main advantages of spatial audio.

4. Match adjectives (1-7) to nouns (a-g) to make phrases from the interview.

1. technological
2. key
3. potential
4. cutting-edge
5. innovative
6. major
7. revolutionary

- a. idea
- b. approach
- c. feature
- d. breakthrough
- e. solution
- f. benefit
- g. technology

extra vocabulary

Disruptive technology - a new technology that completely changes the way things are done.

E.g. The wheel, the light bulb, and the cellphone are three examples of disruptive technologies.

5. Complete the table with the correct word forms.

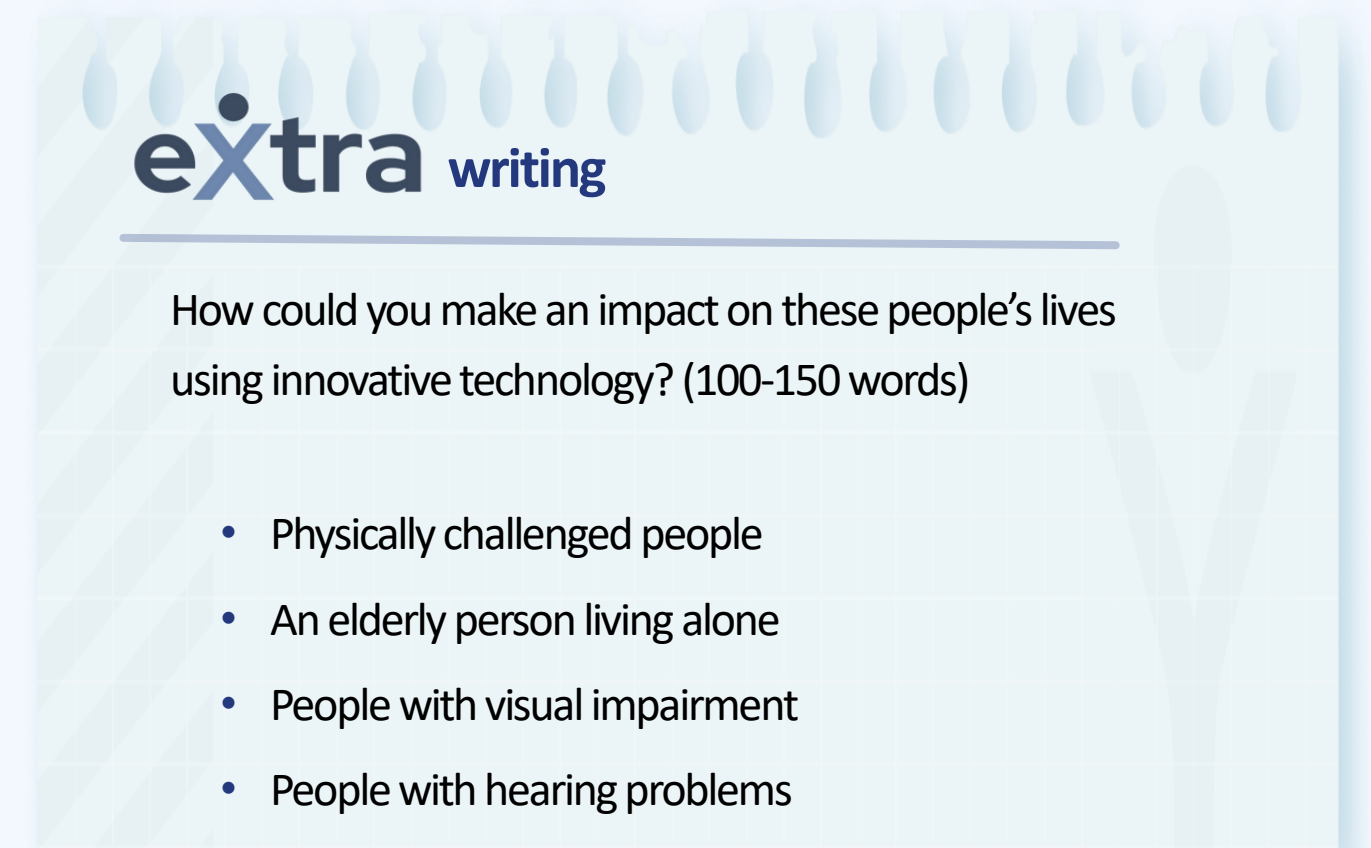
Verb	Noun	Adjective
invent		
	innovation	
_____		technological
	revolution	
	benefit	
_____		potential
	concept	

6. Complete the sentences with the correct form of the words in brackets.

- 1. It’s a start-up with many (innov____) technologies.
- 2. Electronically created data has been produced in a number of different organizational and (techno____) environments.
- 3. Einstein’s (revolut____) theories made people look at the universe in a completely new way.
- 4. The improvement in sales figures had a (benefit____) effect on the company.
- 5. It is important for manufacturers to identify (potent____) problems at the design stage.
- 6. This section provides a (concep____) framework for the tasks.
- 7. Marconi was the (invent____) of radio.

7. If you could invent a device, what would it do? Think about its main features, benefits and practical application.

- How is it innovative?
- How is it better than existing products/services?
- How easy will it be to produce?
- Is it accessible to everyone?
- How will this innovation help the community?
- How could it make an impact on people's lives?
- How would it disrupt other businesses?



extra writing

How could you make an impact on these people's lives using innovative technology? (100-150 words)

- Physically challenged people
- An elderly person living alone
- People with visual impairment
- People with hearing problems

1. Do you enjoy giving presentations or try to avoid them?

2. Read and discuss the following tips. Do you agree or disagree with them? Why?

1

SLOW DOWN. Pause.
Give the audience time to think about what you're saying.

2

SMILE and make **eye contact** with members of the audience as often as possible.

3

Keep it **SHORT** and **SIMPLE**!
According to ancient custom, the elders of a remote African village have to stand on one foot while addressing their audience. As soon as their second foot touches the ground, they must stop speaking immediately.

4

REPEAT the important points several times.

5

Use **notes**. These should be **PROMPTS** only – don't read straight from your notes.





Audio 4.3

3. Read the context. Listen to Part 1 of the presentation and answer questions 1-2.

CONTEXT

Luxe Fête is a high-end event planning agency that collaborates with individuals and corporate organizations. With clients like Dior and Hillary Clinton, this agency prides itself on affordable prices and has built a reputation for its distinctive events that include a private chef, luxury design, personalized menus, and music playlists. However, due to the lack of innovation, the company growth has slowed down this year, and both revenue and profits are falling. In order to address this problem, the Head of Marketing invited Kristina Mayer from 4Experience, a technology company that helps businesses gain a competitive advantage with immersive and intelligent technologies. She is going to present a new idea on how to take a more innovative approach to event management.

1. What is XR?
2. Why is it gaining in popularity?



Audio 4.4

4. Listen to Part 2 of the presentation and decide if these statements are true (T) or false (F). Correct the false ones.

1. The main advantage of XR is price.
2. XR allows remote speakers to be 'placed' in the event studio with physical speakers.
3. An important advantage of XR is the ability to create a simulation of anything.
4. Toyota rattled the nerves of the guests of the event, offering them to jump off a cliff.
5. The concert of Jean Michel Jarre was a failure because nobody watched it.

extra context

- **Augmented Reality (AR)** means overlaying digital images onto the real world to enhance them with digital details often by using a camera on a smartphone.
- **Virtual Reality (VR)** allows you to fully immerse yourself in a digital simulated environment using a VR headset. It shuts out the physical world.
- **Mixed Reality (MR)** takes augmented reality to another level where you are able to manipulate the digital images that are overlaid onto the real world.
- **Extended Reality (XR)** covers all the various technologies that enhance our senses creating totally unreal, simulated worlds for us to experience. It includes VR, AR and MR technologies.



5. Complete the expressions using the correct preposition.

with

by

at

to

up

about

into

- I've divided my presentation _____ three parts.
- _____ the end of this presentation, I hope you'll be as excited _____ virtual events as we are.
- If you have any questions you'd like to ask, I'll be happy to answer them _____ the end of the talk.
- Let's start _____ my first point.
- That brings me _____ the end of my talk.
- To sum _____, XR-technology is an effective tool to use within the framework of the events.

6. Which of the expressions above are used to (*optional*).

- Introduce a talk.
- Invite questions.
- Introduce an idea, product or service.
- Summarize your talk.

extra vocabulary

Mind goes blank - When your mind is a blank/goes blank, you cannot remember a particular thing, or you cannot remember anything.

E.g.: I tried to remember her name, but my mind was a complete blank/went completely blank

7. Read the Key Expressions and clarify the meaning of the phrases you do not understand.

Introducing a talk

- Good morning / afternoon
- I plan to say a few words about ...
- I'm going to talk about ...
- The subject of my talk is ...
- What I'd like to do in this presentation is ...
- I've divided my talk / presentation into (three) parts.
- First, I'll give you a brief overview of ... / To start off,
- Then I'll talk about ...
- After that I'd like to show you ...
- Finally ...
- By the end of this presentation ...

Inviting and suggesting

- Let's start with my first point.
- Basically, (XR) is ...
- It is already being used in ...
- I'll be saying more about this in (a few minutes).
- To give you an example of what I mean ...

Summarizing your talk

- That brings me to the end of my talk / presentation.
- Let's just recap ...
- As we've seen today ...
- So, to sum up ...

Explaining the benefits

- There are several main benefits of using (XR).
- The biggest potential benefit of (XR) is ...
- This means that ...
- There's an important point to be made ...
- The other important advantage of (XR) is ...
- And here is another great thing about (XR) ...
- Let me just add that ...

Checking and moving on

- Does that sound OK?
- OK, let's look at what (XR) has to offer.
- Now I'd like to move on to ...
- Perhaps I should expand on that ...
- To digress for a moment, ...

Inviting questions

- If you have any questions you'd like to ask, I'll be happy to answer them at the end of the talk.
- After my talk there'll be time for a discussion and any questions.
- If there's anything you're not clear about, go ahead and ask any questions you want.
- If you have any questions, please don't hesitate to interrupt me.

Presenting a product or service

8. Use the Key expressions to prepare a short presentation about a new idea, innovation or technology. Use your ideas or choose from the list:

- Microchip implants
- Spatial audio
- VR/AR/XR
- ... your ideas

Introducing a talk

- Good morning / afternoon
- I plan to say a few words about ...
- I'm going to talk about ...
- The subject of my talk is ...
- What I'd like to do in this presentation is ...
- I've divided my talk / presentation into (three) parts.
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Inviting and suggesting

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Checking and moving on

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Inviting questions

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- After my talk there'll be time for a discussion and any questions.
- If there's anything you're not clear about, go ahead and ask any questions you want.
- If you have any questions, please don't hesitate to interrupt me.

9. Prepare a presentation about your company’s products or services. Your partner/teacher will evaluate your presentation using the criteria below.

	Strength	Weakness
Content		
Time management		
Delivery (tone of voice, pronunciation, pace, enthusiasm)		
Body language		

extra vocabulary

Write a review (80-100 words) of the latest gadget, app or technology.

1. When someone tries to convince you of something, what information must they give you to make you believe it? What is evidence?



Audio 4.5

2. Listen to the summary of findings from a research report and answer the questions.

- 1. How does VR training compare to traditional training methods?
- 2. What are the advantages of XR technology?
- 3. What do these figures relate to?
 - 23 million _____
 - 2030 _____
 - 25% _____
 - 306 _____
 - 90% _____
 - 12% _____
 - 17% _____
 - 36% _____

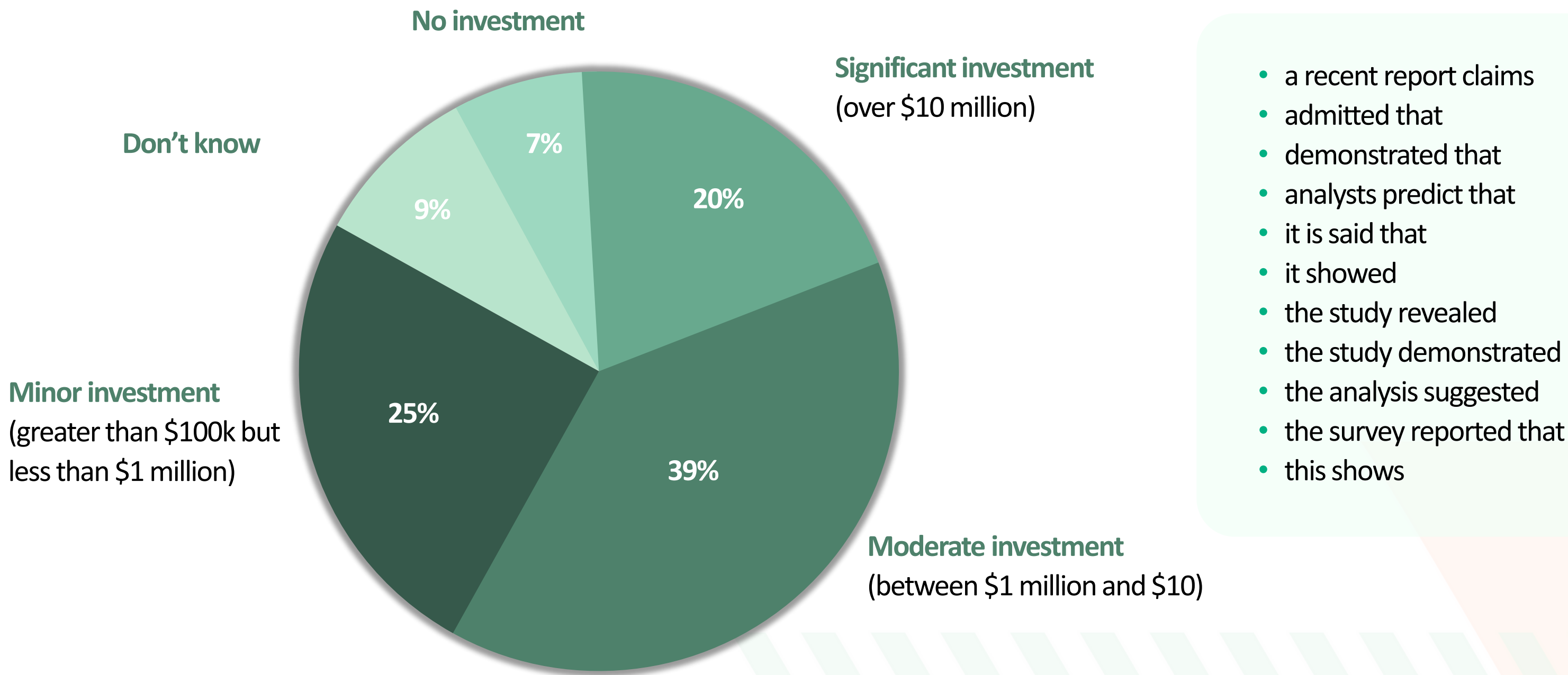


Audio 4.5

3. Listen again and complete the sentences.

- 1. A recent report _____ that virtual reality will affect about 23 million jobs by 2030.
- 2. Analysts _____ that 25% of people will spend at least one hour a day in the Metaverse.
- 3. _____ that conventional classrooms and current e-learning methods fail to deliver desired results.
- 4. A recent survey _____ that over 90% believe that their existing training methods need to be more effective and efficient.
- 5. Another study _____ significant advantages of using VR solutions in training.
- 6. Post-study survey analysis _____ that VR learning was more positively received.
- 7. The survey also _____ that 36% of executives identified the elimination of distance barriers as the key advantage of XR technology.

4. The survey by *Accenture* reveals that nearly 60% of companies are planning to make considerable investments in XR technology for learning and training. Present the chart using the phrases below.

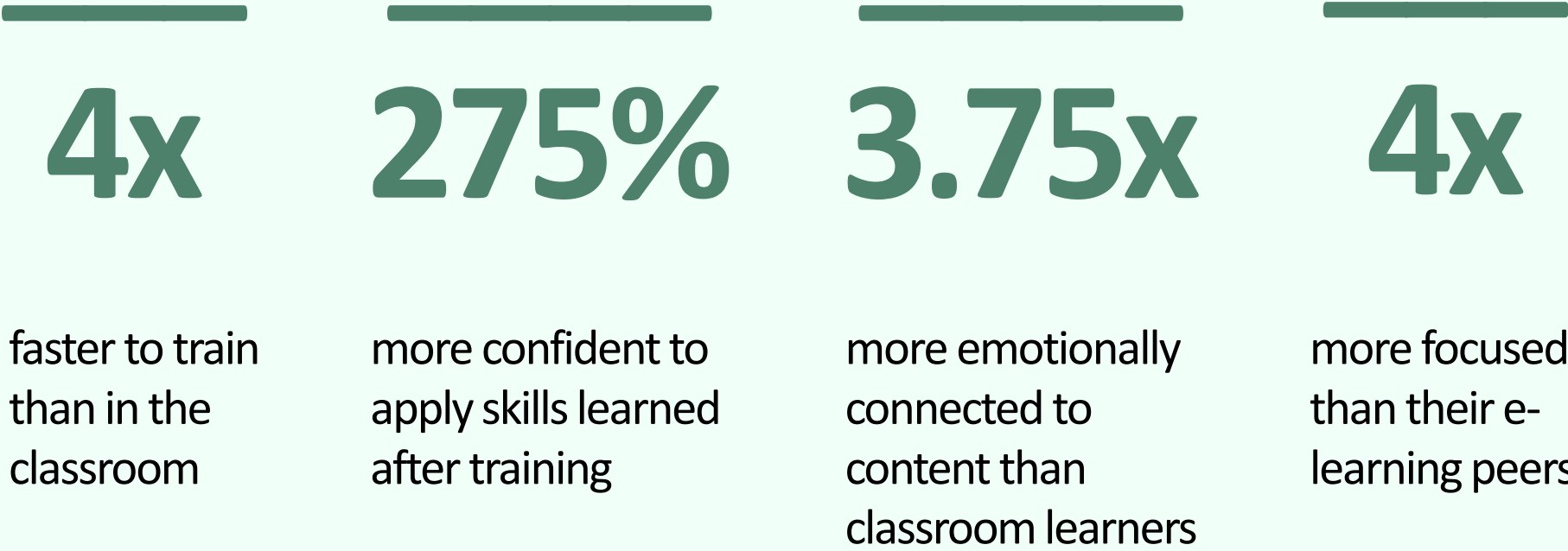


Source: Accenture Immersive Learning survey, 2021

4. The survey by PwC showed that VR can help business leaders upskill their employees faster. Present the data below.

How does VR perform as a training tool for soft skills?

VR learners were:



Source: The PwC 2022 US Metaverse Survey



1. Look at pictures (1-6) and match them with the names of technologies (a-f). Try to guess what these technologies do.

- a. Hyperloop
- b. Cell-based food
- c. 3D printing
- d. Quantum Network
- e. Digital currency
- f. Flying bike





Audio 4.6

2. Listen to a radio program about technology and answer questions (1-5).

1. What were the first computers like?
2. How can technology be used for entertainment?
3. How can technology be used for learning and education?
4. What is Hyperloop? How fast will we be able to travel?
5. What will people be able to do by 2050?



Audio 4.6

3. Listen again and complete the sentences.

- It took years before people _____ figure out how to make the first computers work properly and what they _____ do.
- You _____ read books, take notes, store contacts, surf the Internet in one handy device.
- Technology will continue to advance, and eventually we _____ do more with less effort than ever before.
- We _____ to travel at a speed of 310 kilometers an hour.

4. Read sentences in ex. 3 again. Which ones refer to ... ?

- a. present ability _____
- b. past ability _____
- c. future ability _____

5. Read the sentences and find the verbs that are used to speak about ability.

1. It took years before people were able to figure out how to make computers work properly and what they could do.
2. You can read books, take notes, store contacts, surf the Internet in one handy device.
3. Technology will continue to advance, and eventually we may be able to do more with less effort.
4. We will be able to travel at a speed of 310 kilometers an hour.
5. I was able to solve her problems.
6. I could hear what the speaker said.
7. I'm sorry I couldn't come to the presentation yesterday.
8. I wasn't able to understand the talk about spatial audio.
9. The first computers could do addition and subtraction and were operated by hand.

6. Complete the Language point with the verbs from the list below and sentences (1-9) from ex. 5.

LANGUAGE POINT

1. We use _____ to speak about general ability in the present. E.g. _____

2. We use _____ to:

- describe having the ability and doing something successfully. E.g. _____
- emphasize that a difficulty has been overcome. E.g. _____

3. We use _____ to:

To talk about general past ability. E.g. _____

To talk about senses:

see, hear, smell, taste, feel, remember, understand E.g. _____

4. In negative sentences we can use _____ or _____. E.g. _____, _____

5. We use _____ or _____ to speak about ability in the future. E.g. _____, _____

- will be able to
- couldn't
- may be able to
- be able to (is/are able to, was/were able to)
- could
- can
- wasn't/weren't able to

7. Work with a partner. Look at how communication technology changed and talk about past, present and future ability when using it. Use *'to be able to / can / can't / could / couldn't / will be able to'*.

Example: *In the past, I was able to memorize phone numbers. Now, I can ask Siri to dial a number. In the future, my phone may be able to read my mind.*

Communication Technology



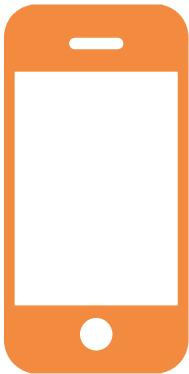
Carrier pigeon
(Former)



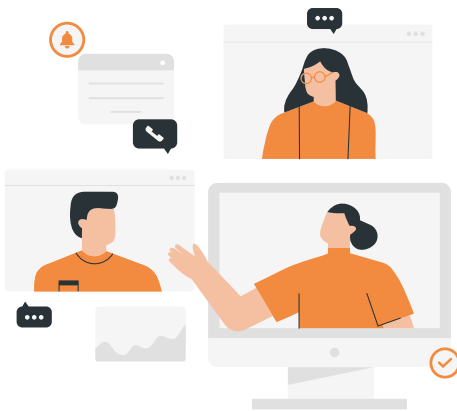
Telephone
(Former)



Telephone
(Former)



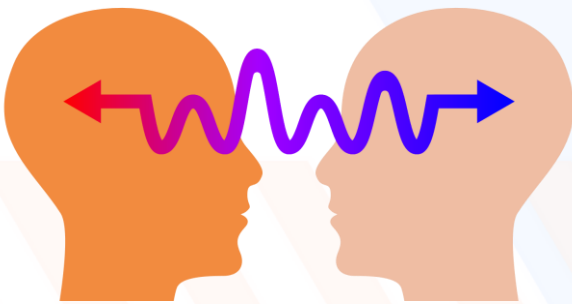
Mobile phone
(Former)



Video Call
(Present)



Metaverse
(Future)



Telepathy
(Future)

Past to Future

8. Work with a partner/teacher. Discuss changes in our lifestyle. Consider travelling, education, medicine, technology or use your ideas.

extra vocabulary

Take on something - an opinion about something:

E.g. We'd love to hear your take on this issue.

extra grammar

To emphasize difficulty or to suggest effort, we use **manage** to or **succeed in** + ing:

E.g. I managed to start the car, but only after ten minutes of trying.

She succeeds in creating a positive atmosphere in every meeting (more formal).

- [illegible]

3. Read the first part of the text and answer the questions:

- What is haptics?
- What is the goal of haptic technology?
- What do you think haptic technology is used for? Discuss with your teacher/partner.

Have you ever wondered how virtual reality makes you feel like you're really there? The secret is in the haptics. When we travel the world, we take pictures to remember all the beautiful and interesting things we have seen. But what we can't do is share how these objects feel to the touch. And that's amazing, because our sense of touch is very important. It is involved in every physical interaction we do every day.

The field of haptics is one of the fastest growing, yet one of the most understudied areas of user experience. Haptic technology is all about creating the sense of touch in digital experiences. For example, many people like haptic feedback on their smartphones - the subtle, quick vibrations when you tap the letters on your touchscreen keyboard.

The goal of haptic technology is to simulate the sense of touch in a digital environment and make the experience more immersive and realistic because how we interact and get feedback from the physical world becomes increasingly important.

But haptic technology isn't just for virtual reality. It's also used in _____

4. You are going to watch a video about immersive VR solutions and haptic technology. Read the expressions below and discuss the meaning with your teacher.

- Force and vibro tactile feedback
- Real-life interaction
- Superb talent

- Blur the lines between any distance that there is
- Digital environment
- Virtual and augmented reality

5. Watch the video and jot down the applications of haptic technology. Then discuss them with your teacher/partner.

https://www.youtube.com/watch?v=rxKZc7_kGeY

6. Watch the video again and choose the best option in *italics (optional)*.

- I chose to study *design / IT* because I was fascinated by the way humans interact with *computers / each other*.
- Sense Glove enables the sense of *smell / touch* in virtual reality.
- In the future virtual and augmented reality *won't / will* replace our smartphones and laptops.
- So I'm personally super convinced that especially with *augmented / virtual* reality we will blur the *borders / lines* between any distance that there is.
- You can just play a game of *poker / basketball* with a friend in *Los Angeles / Madrid* and you don't even know that there is a distance between you.

7. Read the second part of the text. What is haptic technology used for? (*optional*)

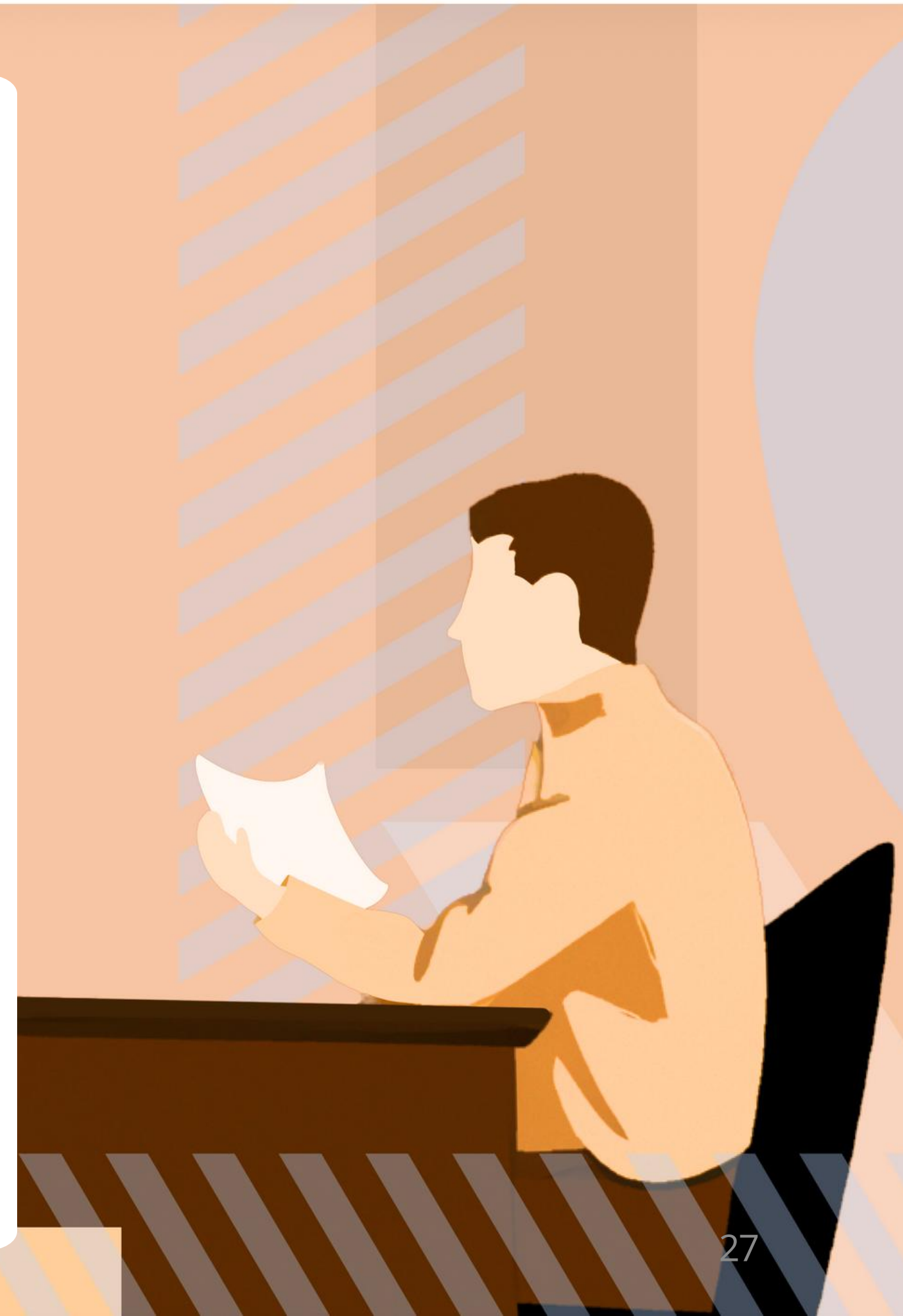
But haptic technology isn't just for virtual reality. It's also used in everyday devices like smartphones and gaming controllers and even in fields like medicine and engineering to give surgeons and engineers a sense of touch when working with remote instruments. But perhaps the most exciting use of haptic technology is in the Metaverse, the virtual world where people can interact with each other and digital objects in a way that feels just like the real world. Imagine feeling the weight of a virtual sword in your hand, holding a baby in your arms for the first time, hugging a friend you haven't seen in a while, or feeling your phone vibrate in your pocket. These feelings give rise to real feelings that stay with us.

Haptic User Experience (Haptic UX) uses haptic feedback to convey timely and useful information to the user through touch.

Here are a few examples of the use of haptic feedback:

- A successful payment on a mobile device causing a brief vibration.
- An error condition when an incorrect password is entered.
- A special gesture that unlocks a feature.
- Vibrations in a mobile racing game.

Thus, haptic technology may not be the most glamorous, but it brings the virtual world to life.



Discussion

8. Work with a partner/teacher. Discuss the following.

- How can haptic technology change your lifestyle / daily routine?
- Think of a product / service (a supermarket, car mechanic's, doctor's, etc.) Make a list of things that happen when you go there.
- Could any of these steps be done in a different way using haptic technology?

extra vocabulary

To break new ground – to do something innovative in a particular field.

E.g. This recovery technique breaks new ground.

extra vocabulary

To blaze a trail - to do something that has never been done before:

E.g. The company blazed a trail with the first small computers.

1. Match the words (1-5) with definitions (a-e).

1. state-of-the-art

2. revolutionary

3. breakthrough

4. feature

5. practical
- a. intended to be useful or suitable, not just fashionable or attractive.

b. a typical quality or an important part of something.

c. very modern and using the most recent ideas and methods.

d. an important discovery or event that helps to improve a situation or provide an answer to a problem.

e. new and completely changing the way that something is done, thought about, or made.

2. Match the verbs in A with the prepositions in B below to make phrasal verbs. Then match each phrasal verb with its meaning in C.

A

get
bring
come
take
pay
carry
bring
take
set

B

down
forward
out
round
up
off
about
up with
up

C

have a good result
develop (a plan, a project)
avoid (a problem)
reduce (costs)
respond to (a challenge)
start (a business, a project)
cause (something to happen)
create (an idea, a solution to a problem)
perform (an activity, research)

3. Match adjectives (1-7) with their antonyms (a-g).

- | | |
|------------------------|------------------|
| 1. technological | a. obsolete |
| 2. practical | b. insignificant |
| 3. potential | c. conventional |
| 4. cutting-edge | d. unprofitable |
| 5. innovative | e. minor |
| 6. major | f. actual |
| 7. commercially-viable | g. theoretical |

4. Choose the correct verb or verb phrase.

- Spatial audio **couldn't / can** be used in everyday devices like smartphones and gaming controllers.
- People **were able / can** interact with each other and digital objects in the Metaverse.
- Without proper equipment, you **may to be able to / can't** fully experience the benefits of VR or MR technology.
- With advancements in technology, we **will be able / can** to create even more realistic and immersive VR and MR experiences in the near future.
- I tried using VR glasses yesterday and found this technology very disorienting, so I **may be able to / couldn't** use it.
- I **was able to / could** persuade him to go to the fair!
- Christina **can't / won't be able** to come after all.

5. Complete the sentences with can or be able to (positive or negative).

1. I can't see you on Monday, but I _____ meet you on Tuesday afternoon.
2. Ask Steve about your problem. He might _____ help you.
3. In the future, we _____ communicate telepathically.
4. I lost my key this morning, but I _____ open the door with a pin.
5. Jim's report wasn't up to par. He _____ do better.
6. Rob _____ go on business trips very often. He gets very tired.
7. Jerry used to be a great negotiator. He _____ persuade anybody to do anything!
8. I'd like _____ participate in an international project.
9. She tried to answer the question but she _____. Her mind went blank.
10. Hopefully, we _____ give the presentation tomorrow.

6. Number the sentences from a presentation in the most appropriate order (1-11).

1. There are several main benefits of using (XR).
2. Let's just recap ...
3. After that I'd like to show you ...
4. After my talk there'll be time for a discussion and any questions.
5. Finally ...
6. I plan to say a few words about ...
7. To start off,
8. Let me just add that ...
9. Good morning / afternoon
10. I've divided my talk / presentation into (three) parts.
11. Then I'll talk about ...