

Business Advanced

Unit 9: Resources



Business Advanced

Unit 9: Grammar reference and Homework



1. Complete sentences (1-8) with words from the list.

- knowledge base
natural resources
endangered species
bottom line
- track record
critical success factor
corporate accountability
assets

1. I really believe in the importance of _____ - companies have to show some kind of responsibility for their actions.
2. I don't think we can rely on Joey to manage the _____ project successfully. Do you remember the disaster with the last project? He doesn't have a great _____ for this kind of thing.
3. We've invested a lot of money in training, and we're now seeing the benefits - we've built up an excellent _____ within the company.
4. Our company owns a lot of land, and this is one of our most secure _____.
5. When you work for an insurance company, you know that natural disasters can have a really negative effect on the _____ of the company.
6. A _____ for our expansion plan is getting the necessary funds to finance the project - without the money, we just can't do it.
7. We're using up more and more _____, and they won't last forever, so we have to start thinking about taking a more _____ approach to our business.
8. Trade in ivory is illegal as it threatens _____ such as rhinos and elephants.

2. Complete the email with phrases from the list.

- long-term viability
short-term profit
market value
cost-benefit analysis
- quantifiable data
drain on resources
return on investment



Hi Rick,

We've discussed the CSR proposal and these are our suggestions and concerns. Before any scheme is chosen, a detailed **1.** _____ has to be carried out to ensure the project won't be a **2.** _____ and finances. In order to get the shareholders on our side, we have to be able to show immediate results - they'll want to see some **3.** _____ from this project. This will be easier if projections show a good **4.** _____, say within a three-year period. Our report needs to include **5.** _____, as the shareholders will expect to see some facts and figures. From a PR point of view, the CSR issue is one we must address as it will boost our overall **6.** _____. As this particular project is our first, we must check its **7.** _____ carefully, so that we can be sure of a positive effect on our reputation in the future. We're not aware of any similar projects by our competitors, so potentially this could give us a real competitive advantage.

Let me know when you would be available for a follow-up meeting about this.

Regards,
William Scotch

Answer key

- 1.**
 1. corporate accountability
 2. track record
 3. knowledge base
 4. assets
 5. bottom line
 6. critical success factor
 7. natural resources
 8. endangered species
- 2.**
 1. cost-benefit analysis
 2. drain on resources
 3. short-term profit
 4. return on investment
 5. quantifiable data
 6. market value
 7. long-term viability

1. Simona and Jennie are discussing strategy and resources. Choose the correct answer (a or b) to complete 1–8 in their conversation.

- 1. a. We have a number of options.
b. Looking at it from a long-term perspective.
- 2. a. I think we need to look at the bigger picture.
b. We have to bear in mind the long-term viability.
- 3. a. I think our options are quite clear here.
b. Realistically, would we be able to finance this strategy?
- 4. a. We have a number of options.
b. We're in a really strong position.
- 5. a. Provided we...
b. There's no point in trying to...
- 6. a. I'm not sure that would work.
b. Assuming we decided to renovate the offices.
- 7. a. Right. So we're decided...
b. I'm not sure that would work.
- 8. a. How would it work if we continued tomorrow?
b. Are there any other points to consider?

Simona: So our aim is to improve our reputation. 1. _____ we need to focus on improving more than just our product.

Jennie: Exactly — we can't just focus on one area. 2. _____ and this means addressing absolutely everything that affects our image.

Simona: Right. We could start with our physical resources — look at the state of our offices, they're old and run-down.

Jennie: So you think we should find new premises? That could be really expensive.

Simona: Good point. 3. _____

Jennie: No, I don't think we could.

Simona: Then maybe it would be best to update and renovate our current buildings.

Jennie: Possibly, but remember — 4. _____ for this improvement programme — we should think about other issues too. People, for example. We need to retain our best staff and try to attract new people.

Simona: Yes, but 5. _____ attract the best people if we can't even offer them a modern office to work in.

Jennie: Maybe you're right. So 6. _____ our staffing problems could disappear.

Simona: Well, I think it could help.

Jennie: I think so too. 7. _____ we'll start looking into the costs of modernizing the offices.

Simona: That sounds like a good idea. But before we go ahead with that, 8. _____?

Jennie: Yes — what about our actual processes?

Answer key

- | | |
|------|------|
| 1. a | 5. a |
| 2. b | 6. b |
| 3. a | 7. a |
| 4. b | 8. b |

2. Put the words in *italics* in the correct order to complete sentences 1-7.

1. Let's adopt a more optimistic approach – *we / work / provided / together / all* 1. _____, I'm confident we can still meet the deadline.
2. Well, *hold / we / assuming / decided / to* 2. _____, the next team meeting in Brussels, we could also take the opportunity to explore some office spaces to rent next year.
3. It seems manageable, but we need to *long-term / mind / have / bear / in / viability / to / the* 3. _____ success of this project.
4. Look, *going / no / we / meeting / don't / with / there's / ahead / point / this / if* 4. _____, we don't have any key decision-makers here today.
5. What stands out to us is that *strategy / to / clear / we / develop / a / need* 5. _____ to push the company forward.
6. Given the limited financial resources available, *choice / we / have / don't / much* 6. _____, so we need to be strategic.
7. Well, that was a thought-provoking discussion – *general / the / is / consensus / that* 7. _____ we must find a new developer to ensure timely product delivery.

Answer Key

1. together
2. decided
3. viability
4. meeting
5. develop
6. choice
7. consensus

Grammar Points

Using Conditionals

Main Conditional forms

Type	Situation	Result
Zero	If + present tense	present tense
	If you skip meals,	you feel hungry.
First	If + present tense	will + infinitive
	If we miss the deadline,	we'll lose the client.
Second	If + past tense	would + infinitive
	If I won the lottery,	I would buy a new house.
Third	If + past perfect	would have + infinitive
	If we had prepared earlier,	we would have succeeded.

Zero Conditionals

- Use zero conditionals when the relationship between the situation and result is always true or always the same; there is no element of chance or doubt.
 - If water **boils**, it **turns** into steam.*

- We can also use two past tenses to talk about something that always used to be true.
 - We **got** extra pay if we **worked** overtime.*

- Informally, we can use this structure where a first conditional would be more appropriate in a formal situation.
 - If we **miss** the deadline, we're in trouble.*

First Conditional

- Use the first conditional when a situation is very likely to have the result given.
 - If you **study** hard, you'll **pass** the exam.*
- The present continuous and present perfect are possible in the *if*-clause.
 - If Emma's **traveling** today, she'll **call** us when she arrives.*
 - If he's finished his report, he'll submit it this afternoon.*
- Other modals such as *can*, *may*, or *be going to* are possible in the result clause instead of *will*.
 - If we don't prepare well, we **may** face problems.*
 - I'm **going to** cancel the order if the supplier doesn't respond.*

Second Conditional

- Use the second conditional when a situation is hypothetical or imagined.
 - If I **won** the lottery, I **would travel** the world.
- The second conditional is also useful to make suggestions, offers, warnings, etc., more distant and polite.
 - If you **asked** for help, we'd **finish** the task faster.*
- Might* and *could* are also possible in the result clause.
 - We **might** save money if we switched to renewable energy.*

Mixed Conditionals

- It is possible to use the *if*-clause of a second conditional (*if* + past simple) with the result clause of a third conditional (*would have* + infinitive). This is an example of a mixed conditional.
 - If you **studied** harder, you **would have passed** the exam last year.*Here we are talking about a present imagined situation with an imagined past result.

- More often, we use the *if*-clause of a third conditional (*if* + past perfect) with the result clause of a second conditional (*would* + infinitive).
 - If I **had taken** the opportunity, I **would earn** \$10,000. (would + present infinitive)
 - If I **had gotten** the opportunity, I **would be traveling** abroad every month. (would + continuous infinitive)

Here we are talking about a past imagined situation with an imagined present result.

Passives

- Passive forms are possible in all types of conditional sentences, in either clause.
- If the documents **are misplaced**, we'll have to start over.*
 - If we implemented the new policy, many errors **could be avoided**.*

Other Words Instead of If

- In many conditional sentences, *when* can replace *if*. This makes a situation sound more likely. The same is true of *every time*.
 - When** we finish our tasks, we leave the office early.*
 - Every time** the deadline approaches, we feel stressed.*
- In zero, first, and second conditionals, we can use *unless* to mean *except if* or *if not*.
 - Unless** we address the complaints, customer satisfaction will drop.*
- Participles such as *providing*, *provided*, *assuming*, and *supposing*, and phrases such as *on the condition that* and *as long as*, can also replace *if*.
 - Providing** everything goes smoothly, the event will be a success.*
 - As long as** the team stays motivated, we'll achieve our targets.*

1. Match (1-10) to (a-j).

- | | | |
|--|-------|--|
| 1. If we appear to have green credentials, | _____ | a. you should have got it some time yesterday. |
| 2. If I remembered to copy you in on the email, | _____ | b. you shake hands with them. |
| 3. If we raise dividends, | _____ | c. providing you stick to the measures I've put in place. |
| 4. We'll be able to minimize damage | _____ | d. we would save the equivalent of two directors' salaries. |
| 5. In the UK, if you're introduced to someone, | _____ | e. ethically-minded customers are more likely to buy our products. |
| 6. We may lose market share | _____ | f. I would never have met my wife. |
| 7. If everyone turned off their computer at night, | _____ | g. we keep shareholders happy. |
| 8. If we don't start providing incentives, | _____ | h. no one will want to move to the new offices. |
| 9. If I had taken the job at Crumb, | _____ | i. his concentration probably won't be 100%. |
| 10. If he's been at work all night, | _____ | j. if Carter Ltd. and Jaw and Ashton Associates merge. |

- | | | |
|---|-------|--|
| 1. If I remembered to include you in the email, | _____ | a. you should have received it at some point yesterday. |
| 2. If everyone powered down their devices at night, | _____ | b. you greet them with a handshake. |
| 3. If we seem to have environmental credentials, | _____ | c. as long as you adhere to the measures I've set up. |
| 4. If we increase dividends, | _____ | d. we would cut costs equal to two directors' salaries. |
| 5. We'll be able to reduce harm, | _____ | e. environmentally conscious customers are more inclined to purchase our products. |
| 6. If we don't begin offering incentives, | _____ | f. I would never have encountered my wife. |
| 7. If he's been working overnight, | _____ | g. we maintain shareholder satisfaction. |
| 8. If we lose our market position, | _____ | h. nobody will want to relocate to the new offices. |

1. Match (1-10) to (a-j).

1. If I remembered to include you in the email, _____

2. If everyone powered down their devices at night, _____

3. If we seem to have environmental credentials, _____

4. If we increase dividends, _____

5. We'll be able to reduce harm, _____

6. If we don't begin offering incentives, _____

7. If he's been working overnight, _____

8. If we lose our market position, _____

9. If you're introduced to an individual in the UK, _____

10. If I had accepted the position at Crumb, _____
- a. his focus probably won't be at 100%.

b. nobody will want to relocate to the new offices.

c. we maintain shareholder satisfaction.

d. as long as you adhere to the measures I've set up.

e. environmentally conscious customers are more inclined to purchase our products.

f. if Minner Ltd. combines with Led & Martin Associates.

g. you should have received it at some point yesterday.

h. I would never have encountered my wife.

i. we would cut costs equal to two directors' salaries.

j. you greet them with a handshake.

2. Correct sentences (1-10) using the information in brackets.

1. If Arad arrives on time, I am astonished. (It's very unlikely he will show up on time.)

_____.
2. If the executives had received a salary increase last year when we had our bonuses removed, a lot of employees would have departed from the company. (The executives didn't get a salary increase, and people didn't leave.)

_____.
3. If I knew Brent's email address, I'd share it with you. (I don't have it.)

_____.
4. If we hadn't switched suppliers, we wouldn't have had so many pending orders. (There are still a lot of pending orders now.)

_____.

Language at Work

5. If we disagreed, we'd mention it. (This is how it worked in my previous role.)

_____.

6. If they were to offer you the position, would you accept it? (It's a possibility.)

_____.

7. If we were financially able to move anywhere globally, I would choose Manhattan. (We can't afford to move.)

_____.

8. We could suggest the case to Alam, but JTR might reject it. (JTR might not accept it.)

_____.

9. Assuming we offered to handle your relocation costs, would you accept the position? (This is a concrete offer, and I need your reply now.)

_____.

10. If I were reinstated, I wouldn't have had to search for a new job. (I wasn't reinstated.)

_____.

Answer key

1.

- 1. g
- 2. b
- 3. e
- 4. c
- 5. d
- 6. a
- 7. f
- 8. h
- 9. j
- 10. i

2. Answers may vary.
Please check with your teacher.

Key Expressions

Setting the context / discussing strategy

- *Looking at the situation from a long-term perspective ...*
- *We need to develop a clear strategy to ...*
- *I think we need to look at the bigger picture.*
- *We have to bear in mind the long-term viability ...*

Stating / discussing options

- *We have a number of options.*
- *I think our options are quite clear here.*
- *How would it work if you/we ... ?*
- *Basically we don't have much choice ...*
- *We can either ... or we ...*
- *We're in a really strong position to ...*

Discussing feasibility / evaluating options

- *There's no point in ... -ing, if we don't/can't ...*
- *Provided we ... , I'm convinced we can ...*
- *I'm not sure that would work.*
- *Realistically, would we be able to finance this strategy?*
- *Assuming we decided to ... ,*
- *We could also ...*

Reaching decisions

- *So, the general consensus is that ...*
- *Are there any other points to consider?*
- *Right. So we're decided.*