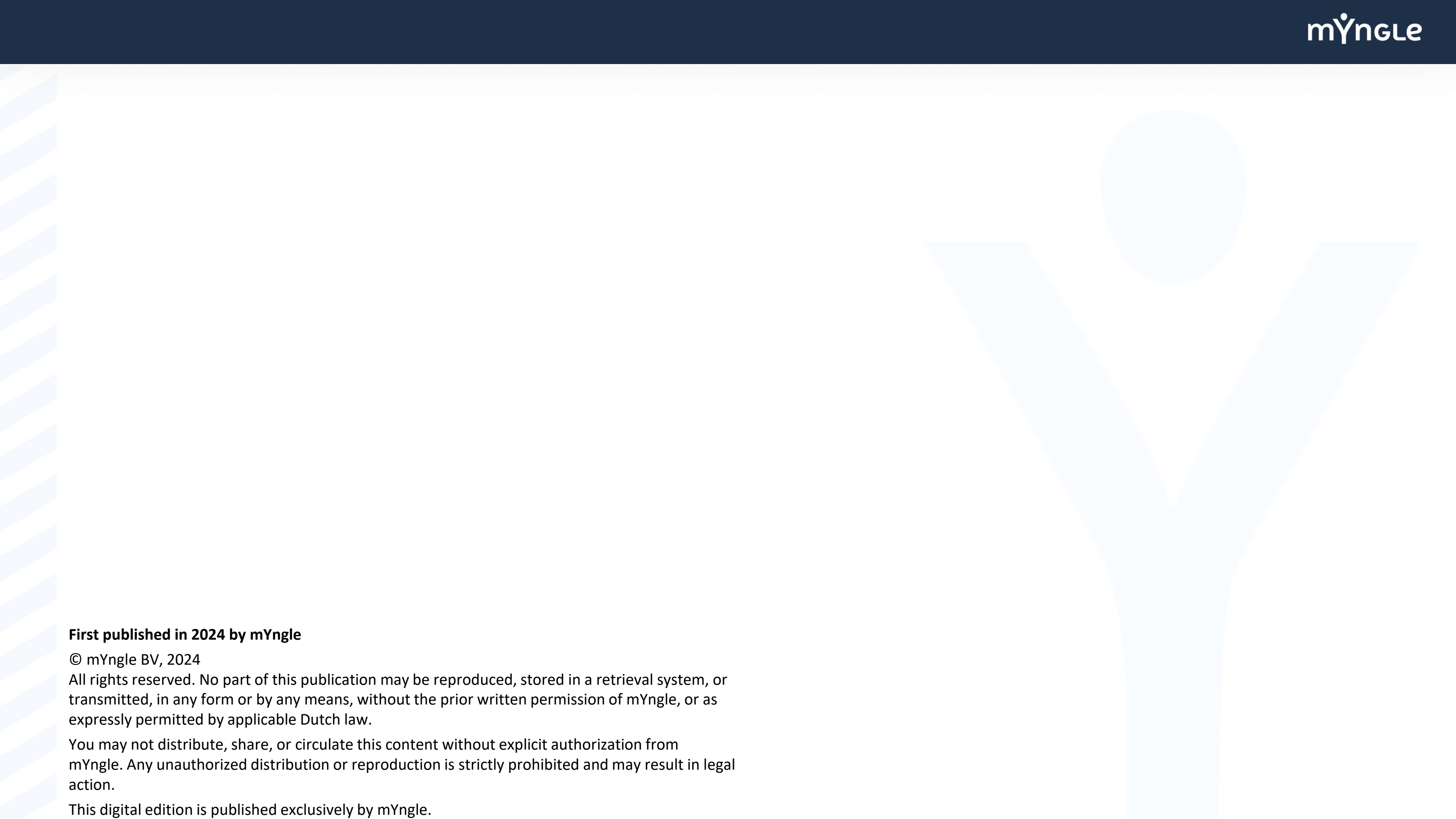


mYngle

Business Intermediate

Homework - Unit 10: Competition



The background features a dark blue header with the mYngle logo. On the left, there is a vertical strip with diagonal light blue and white stripes. On the right, there is a large, faint, light blue graphic of a person with arms raised, with a circle above their head, resembling a stylized 'Y' or a person celebrating.

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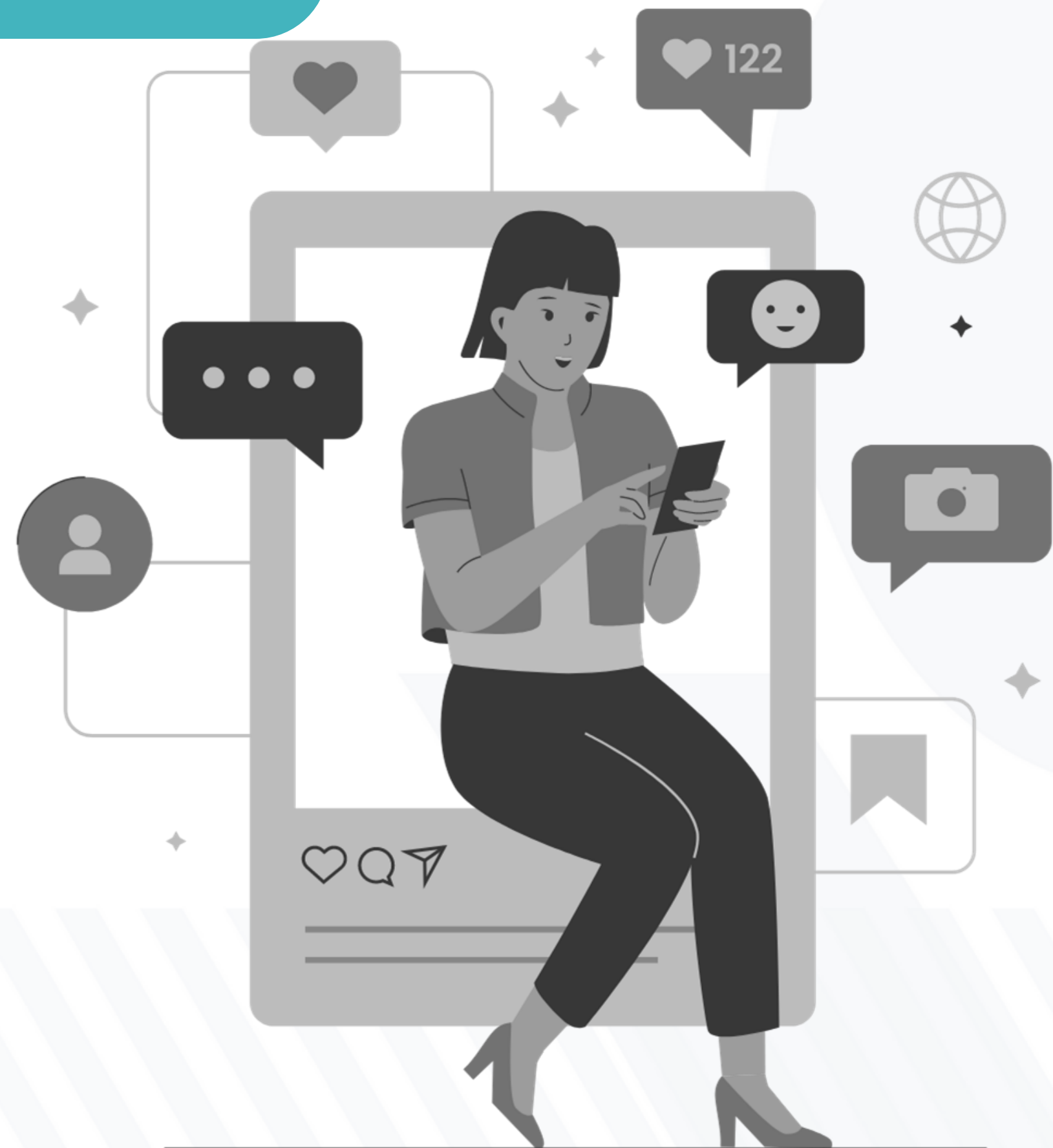
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1. Read the following article titled 'Thriving in Fierce Competition' and answer the questions below (1-8).

1. What is *fierce competition* and why is it important in the business world?
2. What does it mean for a company to *be ahead of the game*?
3. How does *raising the bar* impact competition in the market?
4. Why is being *neck and neck* with a competitor significant for companies?
5. What role does *rivalry* play in the development of products and services?
6. How can companies benefit from challenging their employees in a competitive environment?
7. What qualities do companies need in their employees to succeed in a competitive market?
8. How does *fierce competition* contribute to a company's long-term success?



Thriving in Fierce Competition: How to Stay Ahead in a Competitive Market

In today's world, companies face *fierce competition* as they constantly seek to improve and outperform each other. This intense rivalry pushes businesses to innovate, refine their strategies, and strive to be better than the rest. The goal for most companies is to *be ahead of the game*, ensuring they remain competitive and appealing to customers in an ever-crowded marketplace. But what does it take to succeed and maintain this lead?

One key to staying competitive is the ability to *raise the bar*. When a company sets a new standard, it doesn't just improve its own standing; it challenges others in the market to keep up. For example, if a technology company releases an innovative product with groundbreaking features, it forces competitors to catch up or risk being left behind. This constant pressure to innovate can fuel development and creativity, but it also increases the level of *competition* significantly. Competitors must adapt quickly, or they may fall behind in a market where being static is rarely an option.

In many industries, companies are often *neck and neck*, meaning they are at very similar levels of success. This situation creates an environment where even a small improvement or a new marketing strategy can make a big difference in moving ahead. In these cases, businesses may focus on unique selling points or try to offer something different to break the deadlock. When two companies are *neck and neck*, the competition can be even more intense, with each company constantly monitoring the other to adjust its strategy as necessary. This close race can lead to an ongoing *rivalry*, where companies focus heavily on outdoing one another, resulting in benefits for consumers who receive better products and services as a result.

The drive to succeed requires companies to *compete* on multiple levels: product quality, customer service, and even brand image. But competition is not limited to the companies themselves; employees within these businesses feel the pressure to perform well and contribute to the company's overall success. Some companies may even *challenge* their employees to take part in innovative projects or push them to develop unique skills. This kind of environment often attracts individuals who *strive* for success and are willing to work hard to make a significant impact. Companies benefit from having motivated, goal-oriented employees who are ready to give their best in a challenging environment.

While competition may seem daunting, it is also a driving force that pushes both companies and individuals to improve continuously. A company that wishes to *be ahead of the game* must not only focus on its strengths but also keep an eye on its competitors, learning from their successes and mistakes. By staying aware of the competitive landscape, companies can adapt more efficiently and make informed decisions that contribute to their long-term success.

In conclusion, *fierce competition* can be challenging, but it is also a valuable opportunity for growth. Companies that embrace competition, *raise the bar*, and encourage their teams to *strive* for excellence are likely to stay relevant and successful in their industries. While the pressure of being *neck and neck* with rivals can be intense, the benefits of achieving even a slight edge over competitors are worth the effort. After all, competition drives progress, and those who accept the challenge stand a greater chance of coming out on top.

2. Find in the text words or phrases that mean the opposite.

- a. Peaceful cooperation: _____.
- b. Fall behind: _____.
- c. Clear lead: _____.
- d. Lower the bar: _____.
- e. Alliance: _____.
- f. Cooperate: _____.
- g. Encourage: _____.

3. Complete the following sentences (1-8). Use the words from the box.

1. Fierce competition
2. Be ahead of the game
3. Neck and neck
4. Raise the bar
5. Rivalry
6. Compete
7. Challenge
8. Strive

1. In today's tech industry, companies must constantly innovate if they want to _____.
2. The two brands were _____ in their race to launch the newest smartphone, releasing updates within days of each other.
3. The launch of this feature has really _____ for other companies in the industry.
4. As two of the leading sports brands, Nike and Adidas have had a long-standing _____, pushing each other to come up with better products.
5. Some employees feel that there is _____ within the department, which motivates them to improve their performance.
6. Sarah has decided to _____ for a higher position in the company by taking additional training courses and improving her skills.
7. When two people of equal skills _____ against each other, it's hard to predict the outcome.
8. The CEO issued a _____ to the company's development team to come up with an innovative product by the end of the quarter.

1. Read the following article about ‘The Balance Between Healthy and Cut-Throat Strategies’ and then answer the comprehension questions (1-8) below by choosing the correct option (a, b or c).

1. What is the main difference between healthy competition and cut-throat competition?
 - a. Healthy competition encourages improvement, while cut-throat competition can be damaging.
 - b. Cut-throat competition is always legal, while healthy competition isn't.
 - c. Healthy competition is based on profit, while cut-throat competition is based on quality.
2. What does “competitive advantage” mean in the context of the article?
 - a. Being the first to launch a new product.
 - b. Having a unique factor that makes a company stand out from competitors.
 - c. Competing with harsh tactics.
3. According to the article, what is one risk of engaging in cut-throat competition?
 - a. It can damage a company's reputation.
 - b. It always leads to quick profits.
 - c. It guarantees long-term customer loyalty.
4. Why might a company choose to engage in healthy competition?
 - a. To eliminate all competitors from the market.
 - b. To create a trustworthy reputation and drive innovation.
 - c. To focus solely on profits without caring about quality.
5. What is a “race” in the context of the article?
 - a. A competition to be the first or the best in a specific area.
 - b. A strategy to prevent competitors from gaining an edge.
 - c. A method for decreasing costs.
6. How does playing “hardball” affect a company's reputation, according to the article?
 - a. It helps build trust with customers.
 - b. It might result in a negative view of the company.
 - c. It has no impact on reputation.
7. What does it mean to "raise the bar" in business competition?
 - a. To lower the quality of products to attract more customers.
 - b. To avoid competing directly with rivals.
 - c. To set a higher standard that encourages others to improve.
8. In what way can a “competitive advantage” be beneficial for a company?
 - a. It allows the company to ignore customer feedback.
 - b. It helps the company stand out and attract more loyal customers.
 - c. It reduces the need for any type of marketing.

The Balance Between Healthy and Cut-Throat Strategies

In today's dynamic business environment, companies constantly navigate between healthy competition and cut-throat competition. While healthy competition fosters growth and improvement, cut-throat tactics often involve harsh, aggressive strategies aimed at eliminating opponents. Striking the right balance between these two approaches can make a significant difference in achieving long-term success.

Healthy competition is characterized by good-natured rivalry that encourages everyone involved to improve and innovate. When companies engage in this type of rivalry, it often leads to advancements that benefit both businesses and consumers. For instance, tech companies frequently strive to develop better products, resulting in improvements in features, efficiency, and affordability. This type of competition pushes companies to stay innovative and customer-focused, driving them to keep raising the standards and surpass their previous achievements. This process is sometimes referred to as raising the competitive advantage, which is when a company identifies something unique it does better than its competitors. This advantage could be a new technology, a more efficient process, or even superior customer service.

On the other hand, cut-throat competition involves a level of intensity that can sometimes be damaging. In a cut-throat environment, companies are willing to do almost anything to gain an edge over their opponents. This could involve aggressive pricing strategies, limiting access to resources, or attempting to weaken competitors' positions. Some businesses even resort to questionable tactics, such as spreading negative information about their rivals. While these strategies can work in the short term, they can damage reputations and lead to mistrust among customers and partners. Playing hardball in such a way might yield quick gains, but it can also result in long-term setbacks if a company is viewed as unethical or overly aggressive.

To thrive in this competitive world, businesses must also consider the importance of competitive advantage. A competitive advantage is often what helps a company succeed even in crowded markets. For example, a company known for its high-quality products may attract customers who are willing to pay a premium. By focusing on unique selling points, businesses can differentiate themselves without necessarily engaging in cut-throat tactics.

Instead, they set a positive example and contest in a way that builds a strong, reliable reputation.

In certain industries, there is often a race to be the first to market with a new product or service. While the speed to launch is important, companies should also consider the quality and sustainability of their innovations. Trying to surpass others at all costs may lead to rushed products and ultimately disappoint customers. Instead, a balanced approach that includes both strategic timing and well-thought-out offerings will allow companies to win the race without compromising their standards.

Ultimately, the world of business is one of constant competition. To succeed, companies must understand when to adopt a healthy, encouraging approach and when to play hardball to achieve their goals. By maintaining a focus on competitive advantage and striving for consistent improvement, businesses can create lasting success in a world where rivals are always ready for the next contest.

2. Rewrite the sentence using the word in parenthesis. Make sure your new sentence

1. The rivalry between these companies is very intense and sometimes harsh.
(**cut-throat competition**) _____.
2. This company is known for something special that gives it an edge over its competitors.
(**competitive advantage**) _____.
3. There's a good-natured rivalry between our teams, and it pushes everyone to improve.
(**healthy competition**) _____.
4. They're determined to win and won't give in easily.
(**play hardball**) _____.
5. We're all aiming to be the first to release this new product.
(**race**) _____.
6. Her goal is to do better than all her competitors.
(**surpass**) _____.
7. The event involves several people trying to win a prize.
(**contest**) _____.
8. The team competing against us is very skilled.
(**opponent**) _____.

3. Fill in the blanks with the correct phrase from the list.

- cut-throat competition
- competitive advantage
- play hardball
- healthy competition
- opponent
- contest
- surpass
- race

1. When companies engage in _____, they often push each other to improve without hostility.
2. Our team is preparing to face a strong _____ in the finals.
3. Due to _____, some businesses might use harsh tactics to secure their position in the market.
4. The CEO emphasized the importance of having a _____ by offering unique products and services.
5. The marathon is a _____ where runners from all over the world compete to finish first.
6. Our company has entered a _____ to release a new smartphone before the end of the year.
7. The manager told us to _____ if we want to secure the deal, which means being assertive.
8. By introducing new features, we aim to _____ all other companies in our industry.

1. Much and many

- **Much** and **many** mean "a large quantity of" something, but we use them in different situations.
- **Much** is used with **uncountable nouns** (things you can't count individually).
 - Example: "There isn't much time left to finish the report."
 - Business Example: "We don't have much information on the new market."
- **Many** is used with **countable nouns** (things you can count individually).
 - Example: "How many employees will attend the meeting?"
 - Business Example: "We have many clients waiting for the new product."

2. Some and Any

- **Some** and **any** mean "an indefinite quantity or number" and are useful for both countable and uncountable nouns.
- **Some** is used in **positive sentences** and **offers/requests**.
 - Example: "We have some new orders from clients."
 - Business Example: "Could you provide some details about the project?"
- **Any** is used in **negative sentences** and **questions**.
 - Example: "We don't have any updates on the project."
 - Business Example: "Are there any issues with the contract?"

3. A Few and A Little

- **A few** and **a little** both mean "a small quantity" but are used differently.
- **A few** is used with **countable nouns** and refers to "some, but not many."
 - Example: "There are a few new employees joining the team."
 - Business Example: "I have a few questions about the budget."
- **A little** is used with **uncountable nouns** and refers to "some, but not much."
 - Example: "There's a little time left before the presentation."
 - Business Example: "We need a little more data to complete the report."

Summary Table

Quantifier	Used With	Example
Much	Uncountable nouns	"Not much interest in this product."
Many	Countable nouns	"Many tasks to complete today."
Some	Positive sentences, offers	"We have some information to share."
Any	Negative sentences, questions	"Do we have any updates?"
A Few	Countable nouns	"I have a few suggestions."
A Little	Uncountable nouns	"Just a little time left."

1. Choose the correct word to complete each sentence: much, many, some, any, a few, or a little.

1. We have _____ time left to finish the project. Let's try to wrap up quickly.
2. Are there _____ updates on the client's feedback?
3. Could you provide _____ insights into the marketing strategy?
4. There isn't _____ coffee left in the break room. Someone should refill it.
5. We have _____ new ideas to present in the meeting.
6. _____ of our employees are attending the workshop next week.
7. There's only _____ information available about the competitor's strategy.
8. She asked if we had _____ questions about the proposal.
9. We have _____ issues to discuss in the upcoming meeting.
10. I need _____ more time to complete this task.

2. Each sentence has a mistake with much, many, some, any, a few, or a little. Rewrite each sentence with the correct word.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. We don't have many time to finish this report.
_____. 2. There are much opportunities for growth in this market.
_____. 3. I'd like any feedback on this proposal if you have it.
_____. 4. Do you have much suggestions for improving our process?
_____. 5. We only need a few information before making the decision.
_____. | <ol style="list-style-type: none"> 6. Are there some seats available for the presentation?
_____. 7. He needs some time to complete the project, not many.
_____. 8. We don't have a few resources left for this quarter.
_____. 9. I've made some changes to the report; please review it.
_____. 10. She has much tasks to complete before the deadline.
_____. |
|--|--|

3. Read each sentence and choose the correct option in parentheses.

1. There are (a few / a little) clients waiting for a response.
2. Do you have (some / any) suggestions on how to improve the report?
3. I need (a few / some) information before I can proceed.
4. They don't have (many / much) knowledge about this new software.
5. There's only (some / a little) time left before the meeting starts.
6. Could I get (some / any) assistance with these reports?
7. We've received (a few / some) applications for the position.
8. There isn't (any / some) more budget for this project.
9. She brought (a little / many) insight into the discussion.
10. There are (a few / much) updates to share with the team.

1. Read the following article and decide if the following statements are true or false.

The Influence of Social Media and the Role of Influencers

Social media has revolutionized the way we interact, and influencers have become central figures in this new digital landscape. Frankly, I don't think it would work at all if influencers weren't authentic, as their appeal is often built on relatability and trust. I'm sure you must see that social media has given a platform to individuals who can now share their passions, lifestyles, and opinions with millions of followers.

I'm glad you've brought up the question of the impact influencers have on consumer behavior. To be fair, influencers are no longer just individuals promoting products; they shape trends, raise awareness about social issues, and even affect lifestyle choices. In my opinion, they play a role that goes beyond mere advertising, and brands recognize the power they hold. I firmly believe that their reach and ability to connect with audiences is unmatched by traditional advertising methods.

Quite honestly, there are challenges that come with this growing influence. Realistically, have you thought of the ethical concerns involved? For instance, transparency about paid partnerships is essential. I really don't think it's fair to consumers when influencers promote products without disclosing that they're being compensated. I can truthfully say that many people trust influencer recommendations, so it's crucial for them to be transparent.

Just think about the impact influencers have on younger audiences. But don't you see this would be risky if they endorse unhealthy habits or unrealistic lifestyles? Basically, influencers have a responsibility toward their followers, especially since many young people look up to them as role models. I honestly believe that with great influence comes great responsibility.

I'm quite sure we can see both the positive and negative sides of this phenomenon. Influencers give brands a human face and make products relatable, but I honestly think this power should be used thoughtfully. I'm quite certain we'll see regulations increase in the future to ensure a fairer, more transparent social media environment.

At the end of the day, social media is here to stay, and influencers will continue to play a significant role in shaping public opinion. It's a fascinating space, and I firmly believe that if used correctly, it has the potential to drive positive change.

1. Influencers' authenticity is essential for their success on social media.
2. Social media has reduced the impact influencers have on consumer behavior.
3. Influencers are only individuals who promote products and nothing more.
4. Transparency about paid partnerships is not important for influencers.
5. Influencers can have a negative impact on young people by promoting unrealistic lifestyles.
6. Many young people view influencers as role models.
7. The article suggests that there should be more regulations for influencers in the future.
8. Influencers are unable to make brands relatable to consumers.
9. The article argues that social media is a temporary trend and will soon disappear.
10. Influencers have the potential to use their influence for positive change.

2. Read the following sentences. Each sentence summarizes one paragraph from the article of exercise 1 above. Put each sentence in the correct order.

- a. The future of social media may involve increased regulation to ensure fair and transparent practices.
- b. Social media is not a temporary trend but an enduring platform that continues to grow in influence.
- c. Influencers can sometimes promote unrealistic lifestyles, which may have a negative impact on young people.
- d. Influencers help make brands feel more relatable, bridging the gap between companies and consumers.
- e. Social media influencers have a powerful impact on consumers by shaping trends and influencing buying decisions.
- f. Influencers have the potential to use their platforms for positive change, advocating for causes and raising awareness.
- g. Authenticity and transparency are essential for influencers to build trust with their audience.
- h. Many young people view influencers as role models, highlighting the responsibility influencers have in their messaging.

3. For each scenario below, write a response using one of the phrases provided. Try to express your thoughts clearly and appropriately for each situation.

- | | |
|---|---|
| <p>1. A colleague suggests launching a product that seems too risky. Frankly, _____.</p> | <p>6. Your manager raises concerns about the budget for an upcoming event. Realistically, have you thought of... _____.</p> |
| <p>2. In a meeting, you want to highlight that your team has thoroughly tested a new strategy. I can truthfully say ... _____.</p> | <p>7. Your team is discussing a new marketing campaign, and you think it could have drawbacks. Quite honestly, ... _____.</p> |
| <p>3. A client questions the feasibility of the project deadline. I'm quite sure ... _____.</p> | <p>8. A coworker doubts the effectiveness of the new software your department is implementing. I firmly believe that ... _____.</p> |
| <p>4. Someone suggests a major change to your project that you think could have unintended consequences. But don't you see this would be ... _____.</p> | <p>9. Someone brings up the idea of expanding the team, but you're not convinced it's necessary. I really don't think... _____.</p> |
| <p>5. During a debate, you want to share your personal opinion on a controversial topic. Well, in my opinion ... _____.</p> | <p>10. A project proposal is on the table, and you want to point out a specific concern you have. I'm glad you've brought up the question of ... _____.</p> |

1. Put the following phrases in the table below.

- Couldn't we (+ verb)?
- Great. Exactly.
- Have you thought about (+ verb + -ing)?
- I have a few reservations about (noun / + verb + -ing)
- I really like it.
- I think we should consider (+ noun / + verb + -ing)
- Perhaps we could (+ verb)
- I'd rather not (+ verb)
- Why don't we (+ verb)?
- I'd recommend (+ that / + -ing)

- I'm not sure.
- What / How about (+ verb + -ing)?
- It might prove (+ adjective)
- It would be better to (+ verb)
- It's / That's a good idea.
- It's probably worth (+ verb + -ing)
- Maybe we should (+ verb)
- Sorry, but I don't think that would work.
- We could always (+ verb)
- We might be better off (+ verb + -ing)

Suggesting	Responding	Recommending / Expressing doubt

2. Put the words in the correct order to make sentences.

1. about / I / have / a few / reservations / cutting / the weekly meeting time / to 30 minutes.
_____.
2. team-building / What / activities? / about / implementing / regular /
_____.
3. to / Maybe / we / add / should / an extra week / the project timeline / to.
_____.
4. I'd / rather / start / not / work / an hour earlier; / it / everyone's schedule / might not suit /
_____.
5. I'd / recommend / creating / a weekly / client update email. /
_____.
6. practicing / It's / probably / the presentation / worth / together / beforehand.
_____.
7. whether / we / should / consider / I think / the whole team / can adapt / to the new tool / easily.
_____.
8. Maybe / consider / we / cutting down / on non-essential purchases / should. /
_____.

3. Write a sentence for each prompt (1-10), using the appropriate phrase naturally in your response and the words in brackets.

Scenario 1: Your company is considering new ways to improve employee engagement.

- **Suggestion:** _____
- **Response:** _____
- **Recommendation:** _____

Scenario 2: Your team is deciding on the theme for an upcoming event.

- **Suggestion:** _____
- **Response:** _____
- **Recommendation:** _____

Scenario 3: You're working with colleagues to choose the best software for project management.

- **Suggestion:** _____
- **Response:** _____
- **Recommendation:** _____

Scenario 4: You're discussing ways to increase customer feedback.

- **Suggestion:** _____
- **Response:** _____
- **Recommendation:** _____

Scenario 5: Your department wants to create a training program for new employees.

- **Suggestion:** _____
- **Response:** _____
- **Recommendation:** _____



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Business Intermediate

Unit 10: Competition

Homework – Answer Key



Exercise 1

1. *Fierce competition* is very intense rivalry between companies, which drives them to innovate and improve continuously to stay relevant and appealing to customers.
2. To *be ahead of the game* means to be more advanced or better than other companies, giving a competitive edge in the market.
3. *Raising the bar* sets a higher standard that forces competitors to improve, increasing the level of competition and innovation.
4. Being *neck and neck* signifies that two or more competitors are at a similar level, intensifying the need to find unique ways to get ahead.
5. *Rivalry* pushes companies to focus on outdoing each other, leading to better products and services for consumers.
6. Companies benefit from challenging employees as it motivates them to develop new skills and take on innovative projects, contributing to the company's success.
7. Companies need motivated, goal-oriented employees who strive for success and work hard to help the business stay competitive.
8. *Fierce competition* drives companies to improve, innovate, and adapt, which are essential for long-term success in the market.

Exercise 2

- a) Fierce Competition
- b) Be ahead of the game
- c) Neck and neck
- d) Raise the bar
- e) Rivalry
- f) Compete
- g) Challenge

Exercise 3

1. **Be ahead of the game** - In today's tech industry, companies must constantly innovate if they want to *be ahead of the game*.
2. **Neck and neck** - The two brands were *neck and neck* in their race to launch the newest smartphone, releasing updates within days of each other.
3. **Raise the bar** - The launch of this feature has really *raised the bar* for other companies in the industry.
4. **Rivalry** - As two of the leading sports brands, Nike and Adidas have had a long-standing *rivalry*, pushing each other to come up with better products.
5. **Fierce competition** - Some employees feel that there is *fierce competition* within the department, which motivates them to improve their performance.
6. **Strive** - Sarah has decided to *strive* for a higher position in the company by taking additional training courses and improving her skills.
7. **Compete** - When two people of equal skills *compete* against each other, it's hard to predict the outcome.
8. **Challenge** - The CEO issued a *challenge* to the company's development team to come up with an innovative product by the end of the quarter.

Exercise 1

1. a
2. b
3. a
4. b
5. a
6. b
7. c
8. b

Exercise 2

1. There's cut-throat competition between these companies.
2. This company has a competitive advantage that sets it apart from others.
3. There's healthy competition between our teams, encouraging improvement.
4. They're prepared to play hardball to achieve their goals.
5. We're in a race to release this new product first.
6. She wants to surpass all her competitors.
7. The event is a contest where participants aim for a prize.
8. Our opponent in the competition is highly skilled.

Exercise 3

1. healthy competition
2. opponent
3. cut-throat competition
4. competitive advantage
5. contest
6. race
7. play hardball
8. surpass

Exercise 1

1. a little
2. any
3. some
4. much
5. a few
6. Many
7. a little
8. any
9. a few
10. a little

Exercise 2

1. We don't have **much** time to finish this report.
2. There are **many** opportunities for growth in this market.
3. I'd like **some** feedback on this proposal if you have it.
4. Do you have **any** suggestions for improving our process?
5. We only need **a little** information before making the decision.
6. Are there **any** seats available for the presentation?
7. He needs **a little** time to complete the project, not **much**.
8. We don't have **many** resources left for this quarter.
9. I've made **a few** changes to the report; please review it.
10. She has **many** tasks to complete before the deadline.

Exercise 3

1. a few
2. any
3. some
4. much
5. a little
6. some
7. a few
8. any
9. a little
10. a few

Exercise 1

1. **True** – The article states that authenticity is a big part of an influencer's appeal.
2. **False** – Social media has increased influencers' impact on consumer behavior.
3. **False** – Influencers are described as doing much more than just promoting products, including shaping trends and raising awareness about social issues.
4. **False** – The article emphasizes that transparency about paid partnerships is crucial.
5. **True** – The article mentions that influencers promoting unhealthy or unrealistic lifestyles could negatively impact young audiences.
6. **True** – It's stated that young people often see influencers as role models.
7. **True** – The article suggests there may be more regulations in the future for a fairer social media environment.
8. **False** – The article argues that influencers help make brands more relatable to their audiences.
9. **False** – The article suggests that social media is here to stay and will continue to have an influence.
10. **True** – The article believes that influencers have the power to drive positive change if used correctly.

Exercise 2

1. e. Social media influencers have a powerful impact on consumers by shaping trends and influencing buying decisions.
2. g. Authenticity and transparency are essential for influencers to build trust with their audience.
3. c. Influencers can sometimes promote unrealistic lifestyles, which may have a negative impact on young people.
4. h. Many young people view influencers as role models, highlighting the responsibility influencers have in their messaging.
5. a. The future of social media may involve increased regulation to ensure fair and transparent practices.
6. d. Influencers help make brands feel more relatable, bridging the gap between companies and consumers.
7. b. Social media is not a temporary trend but an enduring platform that continues to grow in influence.
8. f. Influencers have the potential to use their platforms for positive change, advocating for causes and raising awareness.

Exercise 3

1. "Frankly, I don't think it would work at all, given the current market conditions."
2. "I can truthfully say our team has thoroughly tested every aspect of this strategy."
3. "I'm quite sure we can meet the deadline as long as we stay focused and organized."
4. "But don't you see this would be risky without a backup plan in place?"
5. "Well, in my opinion, this approach might resonate better with our target audience."
6. "Realistically, have you thought of the additional costs this might involve?"
7. "Quite honestly, I'm concerned about the potential drawbacks this campaign might have."
8. "I firmly believe that this software will significantly improve our efficiency."
9. "I really don't think expanding the team right now is necessary given our budget constraints."
10. "I'm glad you've brought up the question of funding, as I think we need a clearer plan for that."

Exercise 1

Suggesting	Responding	Recommending / Expressing doubt
What / How about (+ verb + -ing)? Why don't we (+ verb)? Maybe we should (+ verb) Perhaps we could (+ verb) Couldn't we (+ verb)? Have you thought about (+ verb + -ing)? We could always (+ verb)	I really like it. It's / That's a good idea. Sorry, but I don't think that would work. I'm not sure. Great. Exactly.	I think we should consider (+ noun / + verb + -ing) We might be better off (+ verb + -ing) It's probably worth (+ verb + -ing) I'd recommend (+ that / + -ing) It would be better to (+ verb) It might prove (+ adjective) I have a few reservations about (noun / + verb + -ing) I'd rather not (+ verb)

Exercise 2

1. I have a few reservations about cutting the weekly meeting time to 30 minutes.
2. What about implementing regular team-building activities?
3. Maybe we should add an extra week to the project timeline.
4. I'd rather not start work an hour earlier; it might not suit everyone's schedule.
5. I'd recommend creating a weekly client update email.
6. It's probably worth practicing the presentation together beforehand.
7. I think we should consider whether the whole team can adapt to the new tool easily.
8. Maybe we should consider cutting down on non-essential purchases.

Exercise 3

Scenario 1: *Your company is considering new ways to improve employee engagement.*

- **Suggestion:** *How about organizing monthly team-building activities?*
- **Response:** *That's a good idea. It could help boost morale.*
- **Recommendation:** *I'd recommend starting with a small event and then expanding if it's successful.*

Scenario 2: *Your team is deciding on the theme for an upcoming event.*

- **Suggestion:** *Maybe we should focus on a "sustainability" theme to promote our green initiatives.*
- **Response:** *I really like it. It aligns well with our brand values.*
- **Recommendation:** *It's probably worth gathering feedback from employees on this theme.*

Scenario 3: *You're working with colleagues to choose the best software for project management.*

- **Suggestion:** *Why don't we try a demo of both options before making a decision?*
- **Response:** *I think that's a good approach. It will give us a clear idea of what suits us best.*
- **Recommendation:** *We might be better off with software that has customizable features.*

Scenario 4: *You're discussing ways to increase customer feedback.*

- **Suggestion:** *Have you thought about sending follow-up emails after each purchase?*
- **Response:** *I think that could work, but we'd need to ensure the emails aren't too frequent.*
- **Recommendation:** *It would be better to space out the emails and include an incentive for feedback.*

Scenario 5: *Your department wants to create a training program for new employees.*

- **Suggestion:** *Perhaps we could start with a mentorship program to support new hires.*
- **Response:** *Great idea! That could make them feel more comfortable and integrated.*
- **Recommendation:** *I'd recommend focusing on soft skills training as well.*