



## Business Upper Intermediate

### Unit 1: First impressions

#### Objectives

- Talk about first impressions
- Arrange a meeting
- Exchange contact details
- Talk about work routines, projects and plans



**First published in 2024 by mYngle**

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1. Look at the photos. Which man do you like? Why? Which man don't you like? Why? How much time did it take you to form your opinion about them?



1



2



3



4

2. 'You never get a second chance to make a first impression'. Do you agree with the statement? Why?

### 3. Answer the questions.

1. What social media platforms do you know?
2. What role does social media play in finding a new job?
3. What information about yourself would you put in an online profile? Why?

### 4. Read the situation. What advice would you give?

I'm a recent graduate, and I'm currently looking for a job. The problem is, I'm finding it almost impossible to get a job interview. I'm using social media - a professional-networking website – I have a profile and I use all the right words - goal-oriented, creative, team player, good at problem-solving, hard-working ...

My question is: How can I **create a good impression** and make myself stand out from the crowd on social media?

5. Listen to a career adviser's answer and respond to the questions below.  
Were any of your ideas from ex. 4 mentioned?

#### Audio 1.1

1. How can job seekers benefit from social media and professional networking websites?
2. How long does it typically take a recruiter to form an opinion of a candidate's resume?
3. What personal qualities and professional skills do employers look for in potential employees?



6. Read the guide below and match the given headlines with the sections. Which tip do you think is the best? Why?

Avoid buzzwords

Reveal your character by telling stories

Describe what makes you tick

Show life outside of work

Highlight your successes

1. \_\_\_\_\_

Be passionate - let your enthusiasm shine through and be genuine and authentic about that passion. Think about what excites you most professionally — what drives you besides your paycheck?

2. \_\_\_\_\_

Employer might **take a dislike to** a potential employee who overuses words that have lost meaning, like “experienced,” “motivated,” and “creative.”

3. \_\_\_\_\_

Help people to discover how amazing you really are. Look across roles and combine your accomplishments. If possible, quantify your achievements with figures, percentages and statistics. Don't hesitate to mention any challenges you faced and how you overcame them, as this makes your success even more impressive.

4. \_\_\_\_\_

Express your individuality by sharing a hobby, interest, or volunteer role. If possible, relate these to your work to show how they complement your professional skills. And don't forget that employers look at the person behind the resume to identify the personal qualities they value in the workplace.

5. \_\_\_\_\_

Employers are looking for more than just a set of skills, they want to know the person behind the resume. Let your profile tell a story and start **building a relationship** right away.

Take your description of yourself - creative, good at problem-solving and so on, and for each word, think of an example from your own experience that shows who you are. Authenticity is key in making a great impression. You need to show employers who you are instead of just saying who you are.

## 7. Match (1-8) with (a-h).

1. Studies have shown that it takes the average recruiter six seconds **to form** \_\_\_\_
  2. Make sure your online profile **promotes** \_\_\_\_
  3. In other words, your resume only has six seconds **to make** \_\_\_\_
  4. **Projecting** \_\_\_\_
  5. You need to think about how you **come** \_\_\_\_
  6. Here's a guide that will help you **manage** \_\_\_\_
  7. Let your profile tell a story and start **building** \_\_\_\_
  8. Employer might **take** \_\_\_\_
- a. **the right kind of online image** is crucially important.
  - b. **your online profile.**
  - c. **an opinion** of the applicant's resume.
  - d. **a dislike to** a potential employee who overuses words that have lost meaning.
  - e. **a positive and truthful image.**
  - f. **a relationship** right away.
  - g. **the right impression** on a prospective employer.
  - h. **across to** people.

### extra vocabulary

**To get off on the wrong foot** – To make a bad first impression with someone: E.g. I got off on the wrong foot in my new job when I forgot to pass on an important message to the boss.

**Have it for someone** - to be determined to harm or criticize someone: E.g. This is the third time in a row my professor has given me an F on my paper. I think he has it for me!

### extra vocabulary

**Have a soft spot for** – feel a lot of affection for one particular person, often without knowing why. E.g. Despite how troublesome he could be, the teacher had a soft spot for Daniel.

**Take a shine to** – like someone immediately. E.g. I think that dog has taken a shine to me: it follows me everywhere.

8. Name 4 transferable skills that you have. Give at least one specific example from your life for each skill.

9. Imagine that you need to create your online profile. What would you say about yourself?

**Make sure to:**

- Describe what makes you tick
- Highlight your successes
- Reveal your character by telling stories
- Show life outside of work

## extra writing

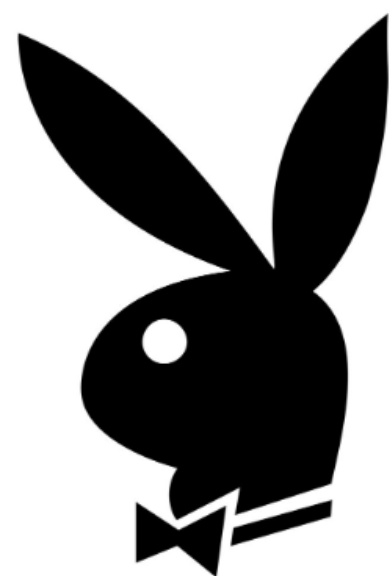
Read the information below and help this person set up a profile on a professional networking website (**80-100 words**).

**‘I have 10 years’ experience in sales. I’m stress-resistant, goal-oriented, hardworking and good with people. I’m looking for a job of a sales rep.’**

The person who wrote the above profile:

- Played for a city league baseball team at University
- Has a degree in engineering
- Always achieved his sales targets in his previous job
- Is a weekend baseball coach for schoolchildren (they love him!)

1. What emotions and feelings do you associate with the brands below? Use the adjectives below to help you.



Adjectives list

- arrogant
- expensive
- favorable
- functional
- ineffective
- modest
- ostentatious
- successful
- suspicious
- complex
- trustworthy
- wary



2. Why do people buy brands? Why do you think some people dislike brands?



Audio 1.2

3. Listen to two speakers talking about brands.

What reasons do they give for liking and disliking brands?

4. Listen again and complete the following sentences.

1. If you buy a branded product it's a guarantee that the quality is fairly good and the product is \_\_\_\_\_.
2. They want to show that they have style and good taste but might come across as \_\_\_\_\_ and \_\_\_\_\_ instead.
3. I'm a \_\_\_\_\_ person and I don't want other people to think I'm trying to impress them with lots of logos of \_\_\_\_\_ brands.
4. Also, I'm a bit \_\_\_\_\_ and \_\_\_\_\_ sometimes - am I buying the genuine product or a knock-off?



5. Listen to the interview with a brand consultant and answer the questions.



Audio 1.3

1. What is meant by the 'face' of the company?
2. What is a successful brand?
3. What is Amazon's brand image and how does it promote it?
4. What is the brand image of Adidas and what does it represent?
5. Can you explain the symbolism behind the Google logo?
6. When is investing in a corporate profile sometimes ineffective?



6. Replace the underlined words in the sentences below with their synonyms from the adjectives below.

## Adjectives list

- arrogant
- expensive
- favorable
- functional
- ineffective
- modest
- ostentatious
- successful
- suspicious
- complex
- trustworthy
- wary

1. Many consumers are cautious about new brands they have never heard of before.
2. Costly products may deter price-sensitive customers.
3. A positive brand image can attract potential customers.
4. Customers are often drawn to products that are practical and easy to use.
5. The symbolism behind this logo is rather complicated and hard to follow.
6. The classic dark frame will never go out of fashion and the discrete Prada logo prevents them from being too showy as well.
7. We have a brand that is perceived as reliable.
8. Customers may be mistrustful of brands that make grandiose claims.
9. A poor marketing strategy can lead to poor results.
10. Although an outstanding marketer, he's a humble man.
11. Victor is an accomplished designer because he has achieved his career goals and has a great portfolio.
12. Without wishing to sound conceited, I am the best salesperson in the company.

7. Discuss the following with your teacher/partner.

1. List 3 of your favourite brands. What associations do these brands have with you?
2. How loyal are you to the brands you've chosen? Why?

8. Think of your company's brand and answer the questions.

1. What image does it have?
2. How do you feel about it?
3. How is it marketed?
4. What would you change about it?

## extra writing

You work on the creative team in the marketing department of a large multinational company that has just launched a new body cream in the US and Canada; it's been very successful.

You're currently adapting this brand for the Asian market. The target customers are young women aged 20-25.

Think of a logo and associations behind it, adapt the name, 'Vanilla Excitement', for the Asian market, and explain your choice (100-150 words).

1. How do you arrange to meet people for business?

2. What do you find difficult about making arrangements in English?

- negotiating the meeting
- clarifying the reason for the meeting and the agenda
- understanding the other person
- offering alternative times and date

3. Listen to two conversations and answer the questions.



Audio 1.4

### Conversation 1:

1. What is the reason for meeting?
2. Why can't Andrew be sure about Monday?
3. What expression does Vince use to say he can't make it?



Audio 1.4

### Conversation 2:

1. Why does Laura call Alicia?
2. What time and day do they confirm?





## 4. Listen again and complete the sentences.



Audio 1.4

1. Maybe we can take this further \_\_\_\_\_ dinner.
2. How are you \_\_\_\_\_ next week?
3. I don't have a \_\_\_\_\_ this week.
4. Next week is \_\_\_\_\_, I'm afraid.
5. I'll get back to you to confirm, but \_\_\_\_\_, I'll see you on Monday.
6. When would be \_\_\_\_\_ for you?
7. Ok, let's say, \_\_\_\_\_, Wednesday the 13th at 11:00.

## 5. Complete the sentences with the prepositions below.

through

in

out

up

together

up

of

back

1. When would you be able to meet \_\_\_\_\_?
2. We'll pencil \_\_\_\_\_ 10.30 on Monday, May 4th.
3. Can I get \_\_\_\_\_ to you later after I've checked with my boss?
4. When were you thinking \_\_\_\_\_?
5. It would be great if we could get \_\_\_\_\_ to discuss this over lunch.
6. I think it would be best to meet face-to-face so that we can talk our ideas \_\_\_\_\_.
7. Let's say next Monday evening for dinner, but I'll have to make a few phone calls before I can firm that date \_\_\_\_\_.
8. We need a meeting with all the participants to iron \_\_\_\_\_ the details.

## Introducing yourself

- My name's ... and I (have / work for / represent) ...
- I was given your details by ...
- (She) recommended you to me as ...

## Inviting and suggesting

- It would be good if we could meet up some time.
- Would Tuesday be good for you?
- Would you be free on Friday?
- How are you fixed this week?
- Maybe we can take this discussion further over dinner.
- How about meeting up next week?
- Could you make Monday afternoon? / Could I suggest Monday?
- I'd like to get together to discuss the proposal.
- I was wondering if we could meet.
- I suggest we meet to discuss things further.
- When suits you? / What time would suit you best?
- Would any day next week be good for you?
- Were you thinking of this week?
- When would be convenient for you?
- When would you like to meet?
- I think we need to get together as soon as we can.

## Responding to invitations and suggestions

- Thanks for getting back to me.
- I could make Tuesday.
- I don't have a window this week.
- Let me just check my schedule.
- Next week is out, I'm afraid.
- No can do.
- Let's pencil it in for now.
- We can firm it up later when you're sure.
- Let's pencil it in for now and you can let me know tomorrow.
- We can meet ... Fine, whatever's best for you.

## Confirming times and places

- I'll see you at... (time) (day/date) (place)
- I'll see you at three o'clock on Wednesday in the hotel reception.
- So, that's... (time) (day/date) (place)
- See you (in a couple of weeks).
- Let's say, provisionally, Tuesday the 13<sup>th</sup> at 11:00.

6. Read the situations below and role-play them with your partner/teacher.

Example:

**A:** So we're meeting at Marconi on Wednesday, the fifteenth of June. Shall we say 5.30 p.m.?

**B:** Yes, that'd be fine. See you then.

Situation 1

Your colleague suggests meeting for a drink after work this week. You're not sure if you can make it. Ask him/her for more details - what time, when, how long for, etc. Finally, confirm a time and place.

Situation 2

Your boss would like to take you out for a meal to thank you for your good work on a recent project. Unfortunately, you will be out of the country for the next two weeks. Negotiate a time, date and place which is convenient for you both. Finally, confirm the arrangement.

Situation 3

Your colleague wants to take you out to a new Indian restaurant. Unfortunately, you don't like Indian food. Try to negotiate an alternative location. Finally, confirm the arrangement.

Introducing yourself

- My name's ... and I (have / work for / represent) ...
- I was given your details by ...
- (She) recommended you to me as ...

Inviting and suggesting

- It would be good if we could meet up some time.
- Would Tuesday be good for you?
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- Could I suggest Monday?
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- I was wondering if we could meet.
- I suggest we meet to discuss things further.
- When suits you? / What time would suit you best?
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- I think we need to get together as soon as we can.

Responding to invitations and suggestions

- Thanks for getting back to me.
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- Next week is out, I'm afraid.
- No can do.
- Let's pencil it in for now.
- We can firm it up later when you're sure.
- Let's pencil it in for now and you can let me know tomorrow.
- We can meet ... Fine, whatever's best for you.

Confirming times and places

- I'll see you at... (time) (day/date) (place)
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- So, that's... (time) (day/date) (place)
- See you (in a couple of weeks).
- Let's say, provisionally, Tuesday the 13<sup>th</sup> at 11:00.

## 7. Have a conversation with your partner/teacher.

### Situation 1

#### Student A

You are working with Student B on a new project. You've got some ideas on how to speed up the schedule. You need a two-hour meeting with Student B. Negotiate a time, date and place which is convenient for you both. Finally, confirm the arrangement

#### Student B

You need to talk to Student A about the project, but you've got a very busy schedule for the next two weeks, including a five-day trip to London.

### Situation 2

#### Student A

You are trying to sell a new idea, so you are calling old contacts. You haven't been in touch with Student B for three years. Arrange to meet.

#### Student B

You haven't heard from Student A for three years. He/She suddenly rings you up, and you are suspicious about his/her reasons.

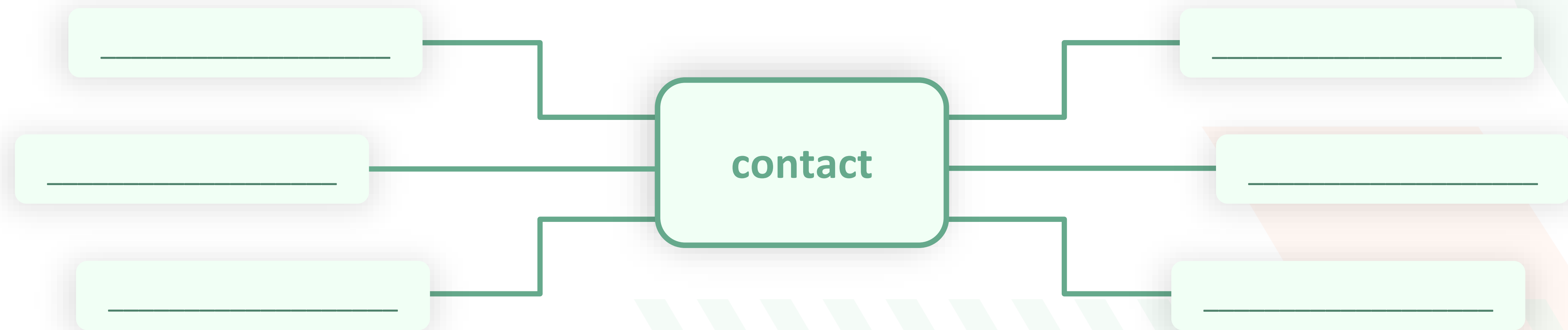
### extra writing

You are involved in a marketing campaign for one of your company's brands. Write an email (60-80 words) to your colleague asking for help with the campaign. You want to meet next Tuesday to discuss the work in more detail.

1. Answer the questions.

- What are the different ways of contacting people?
- Which ways do you use most often in your work? Which do you like? Which don't you like? Why?
- How important are personal contacts in your job? What are the best ways to make useful contacts?

2. There are a lot of expressions with the word “contact”. Can you think of 6? Remember that we can use ‘contact’ as a verb, or as a noun.



3. Put the following sentences and expressions into the correct category in the table below.

1. I was given your details by David.

2. This is a quick e-mail to say...

3. I thought I would drop in as I was passing by.

4. Hang on, let me get you my card, my email address is on it.

5. Maria put me in touch with you.

6. I can't talk right now. Can I call you back?

7. I'm writing to remind you of our meeting on Friday.

8. You'll find our contact details on our site.
9. I'm just calling to ask...

10. I hope you don't mind that Nicole passed your number on.

11. Patrick recommended you to me.

12. I was given your details by Johanna Stirling.

13. Do you think you can call me back when you've firmed up the date? My number is ....

14. Here's my card, give me a call.

|                                                                                                                               |                                                                                                                          |                                                                                                                             |                                                                                                                         |                                                                                                                                        |                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <div><p>Business card</p><div></div></div> | <div><p>Website</p><div></div></div> | <div><p>Telephone</p><div></div></div> | <div><p>Email</p><div></div></div> | <div><p>Through someone else</p><div></div></div> | <div><p>Face-to-face</p><div></div></div> |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|

4. Listen to two conversations and answer questions 1-2 for each one.



Audio 1.5

1. How does each speaker give their contact details?
2. How does each speaker ask for contact details?

5. Listen again and complete the sentences.



Audio 1.5

### Conversation 1

1. I was wondering if \_\_\_\_\_.
2. Can I have your \_\_\_\_\_?
3. What's the best \_\_\_\_\_?
4. Here's \_\_\_\_\_.
5. No problem, feel free \_\_\_\_\_.



Audio 1.5

### Conversation 2

1. You may also \_\_\_\_\_.
2. By the way, can I \_\_\_\_\_?
3. Yes, I'm also on Skype. I'll \_\_\_\_\_.
4. The pleasure was mine. Have a great day, and I hope \_\_\_\_\_.



6. Look at the business cards below. Ask each person for their contact details. Either give your details straightaway or promise to give them.

## Student A

You are Naomi Rich, you work for MSystems. Your colleague, Nick Freeley, is on a business trip, and his client calls you about a visit to your company. You can meet the client but can't make any arrangements today – offer to call back tomorrow. Find out how to reach him.



## Student B

You are Robin Keller. A week ago you arranged a meeting with Nick Freeley, the Production Manager at MSystems and would like to visit the company. You are calling Nick to confirm the details, but Nick is on a business trip. Talk to his colleague Naomi. Introduce yourself and your company and arrange an appointment with her to talk about products.



## Asking for details

- Let me take your name and number.
- What's the best way to contact you?
- By the way, can I have your business card?
- Can I have your number and email address?
- Would you like to exchange contact details?
- Do you have a website?
- How can I reach you for more information?

## Giving details

- I'll email you all the details.
- I'll write it down for you.
- Feel free to contact me / to get in touch with me.
- Here's my card with all the details.
- I'd better let you have my cell phone, then you'll be sure to get me. It's (number).
- Have you got my number? It's (number) ...
- You can catch me on my mobile.
- Actually, you can always reach via Skype/Whatsapp.
- Here is my account name / email address.
- You may also reach/call me on ... (mob. number)
- Thanks, and here's mine.
- Let me give you my contact details.

7. Role-play. Work with your teacher/partner. Ask each other for your contact details. Either give your details straightaway or promise to give them.

## extra vocabulary

**Will not take no for an answer** – to not allow someone to refuse what you have offered:

*E.g.* I told Steve I'm not interested, but he keeps asking me out - he won't take no for an answer.

**In a very matter-of-fact way** – not showing feelings or emotion, especially in a situation when emotion would be expected.

*E.g.* He spoke in a very matter-of-fact way about the accident.



1. Listen to the employees at Kingston NT describe their work and answer the questions.



Audio 1.6

1. What is their daily routine?
2. What are they currently doing?

2. Listen again and complete the missing verbs.

## Extract 1

My team usually \_\_\_\_\_ most of the time on the road visiting customers who are mainly engineers. A big part of our work \_\_\_\_\_ running courses and educating customers about the products. We \_\_\_\_\_ closely with Marketing to produce product information and specifications. Currently, \_\_\_\_\_ on specifications for the new product that \_\_\_\_\_ in China next month, so tomorrow \_\_\_\_\_ the Product Manager to discuss product training for the sales team.

## Extract 2

My team \_\_\_\_\_ packages to provide the necessary information for sales teams. These packages include product specifications for the various products and different types of advertising material. Currently, \_\_\_\_\_ brochures and leaflets for the launch of the new product in the Asian market. \_\_\_\_\_ activities with the advertising agency who \_\_\_\_\_ the design work. It is exciting to work for a truly global company, interacting with people from all over the world. They all have different views on things, different cultures, and so on.





## Present simple and Present continuous

3. Decide if the tenses in bold are either the **present simple** or **present continuous**. What is the difference between the sentences?

1

- a) I **work** for a company that makes computers.
- b) I don't usually work at the weekends, but I'm **working** on Saturdays at the moment.

2

- a) My team **develops** packages to provide the necessary information for sales teams.
- b) Currently, we're **developing** brochures and leaflets for the launch of the new product in the Asian market.

3

- a) They **think** they need a new brand.
- b) Please, don't bother me; I'm **thinking**.

4. Complete the rules (a-h) with ‘**present simple**’ or ‘**present continuous**’ and match them to sentences (1-8).

## Language Point

- a. Use \_\_\_\_\_ for facts, general truths and natural phenomena.
- b. Use \_\_\_\_\_ for actions happening at the moment of speaking, and not finished.
- c. Use \_\_\_\_\_ for daily routines, regular or repeated actions and habits.
- d. Use \_\_\_\_\_ to describe changing or developing situations around the present (e.g. change, grow, get, increase).
- e. Use \_\_\_\_\_ for permanent situations in the present (things we do not expect to change).
- f. Use \_\_\_\_\_ for actions happening around the time of speaking.
- g. Use \_\_\_\_\_ to talk about something in the future that is officially organized, for example on a timetable or schedule.
- h. Use \_\_\_\_\_ for planned future actions, especially when the time and place have been decided.

- ☐ 1. He **works** for Amazon.
- ☐ 2. The problem of pollution **is getting** more and more serious.
- ☐ 3. Currently, we’re **working** on specifications for the new product.
- ☐ 4. We’re **launching** our new product in China next month.
- ☐ 5. It usually **takes** the average recruiter six seconds to form an opinion of the applicant’s resume.
- ☐ 6. The exam **starts** at 9.00 and lasts 3 hours.
- ☐ 7. I’m busy now, I’m **creating** my online profile.
- ☐ 8. Water **freezes** at 32 degrees Fahrenheit and 0 degrees Celsius.

## 5. Put the verbs in brackets in the present simple or present continuous.

1. I usually (work)\_\_\_\_\_ around 40 hours a week, but I (work)\_\_\_\_\_ longer hours this week to get everything finished.
2. Normally, my boss (not spend)\_\_\_\_\_ a lot of time travelling, but with the project in Spain, he (spend) \_\_\_\_\_ more and more time out of the office.
3. I (meet) \_\_\_\_\_ the Sales Manager today to discuss what went wrong.
4. The last train (leave) \_\_\_\_\_ the station at 11.30.
5. Estée Lauder (sell) \_\_\_\_\_ cosmetics and toiletries to consumers around the world.
6. Because the company made a loss last year, the marketing department (try) \_\_\_\_\_ to reduce costs.
7. Powerful brands (create) \_\_\_\_\_ strong consumer loyalty.

## 6. Put the verbs in the present simple or present continuous to make questions.

1. What / you / look forward to these days?
2. What / you / do / this year to improve yourself?
3. How often / you / lose your phone?
4. What projects / you / work / on this week?
5. How / you / normally treat animals?
6. What / you / think about?
7. How / you / feel / today?
8. Who / you / admire most?
9. What / you / do tonight?

### extra grammar

Use the present continuous with adverbs of frequency (constantly, always, etc.), for emphasis or to express annoying habits.  
E.g. Sam is very kind; he is always helping the poor. Steve is always leaving his clothes on the floor!

## 7. Role-play a job interview.

### Situation 1

#### Student A

Congratulations! An HR manager took a shine to your online profile, and you got an interview! Student B is going to give you an extreme interview for a job in his/her company. Use **the present simple** and **present continuous** to answer the questions. Try to think quickly, promote a positive and truthful image and make a good first impression. Give good reasons for your answers. Good luck!

#### Student B

You are an HR manager giving student A an extreme interview for a job in your company. Ask student A the questions and ask him/her to give reasons for his/her answers. Then say if you would give him/her the job and why (not).

1. Which one aspect of your personality don't you like, and why?
2. What are you looking forward to these days?
3. What kind of things make you angry?
4. You have to spend the rest of your life on a deserted island (with plenty of food and water) and today is day one. Describe what you are doing and how this day is different from your daily routine.
5. What are you doing this year to improve yourself?
6. How often do you lose your wallet / keys / phone?
7. What projects are you working on this week?

### Situation 2

#### Student A

You are an HR manager giving student B an extreme interview for a job in your company. Ask student B the questions and ask him/her to give reasons for his/her answers. Then say if you would give him/her the job and why (not).

1. Which three adjectives describe you best? Why?
2. Imagine you have six months with no obligations or financial limitations and today is day one. Describe what you are doing and how this day is different from your daily routine.
3. How do you normally treat animals?
4. What are you thinking about?
5. How are you feeling today?
6. Who do you admire most, and why?
7. What are you doing tonight?

#### Student B

Congratulations! An HR manager took a shine to your online profile, and you got an interview! Student A is going to give you an extreme interview for a job in his/her company. Use **the present simple** and **present continuous** to answer the questions. Try to think quickly, promote a positive and truthful image and make a good first impression. Give good reasons for your answers. Good luck!

8. Write three extreme interview questions of your own, which you think might tell you something interesting about another person. Ask your partner/teacher. **(Optional)**

Question 1

\_\_\_\_\_?

Question 2

\_\_\_\_\_?

Question 3

\_\_\_\_\_?



1. Answer the questions.

1. How do you think you come across to people you meet for the first time?
2. What criteria do you use to judge somebody when you meet them for the first time?
3. Look at the communication factors below and place them on the pie chart. Explain your choice.
4. What do you think 7-38-55 is? What is 3 Vs?

7 - 38 - 55

3 Vs

Spoken Words  
Body language  
Voice and Tone

Communication factors



## 2. Read the text. Were your ideas in 1 the same?

Communication is an integral part of our daily lives. In a business environment, our goal is to explain our point of view in an effective and persuasive way, so it is critical to understand which elements have the greatest impact on the message.

According to Professor Albert Mehrabian (University of California), the overall emotional impact of a message depends on 3 elements that determine our attitude to the speaker:

- words that we say contribute about 7% of your message;
- tone of voice accounts for 38%;
- body language makes up 55% of our first impression.

They are often abbreviated as the "**3 V's**" - verbal, vocal, and visual.

**1)** The verbal cues the listener will assess are the quality of your presentation: in terms of organization, content, and interest. This accounts for only 7% of the first impression.

**2)** Vocal cues consist of your level of enthusiasm, clarity, tone of voice, and confidence. This accounts for 38% of the first impression.

**3)** Visual cues are the most important factor that affects the first impression and include body language, grooming and business attire. 55% of the first impression is made up of these factors alone.

Thus, the actual words you say have little impact on the message itself, so to ensure your message is always well received, the focus should be on improving your tone and body language.

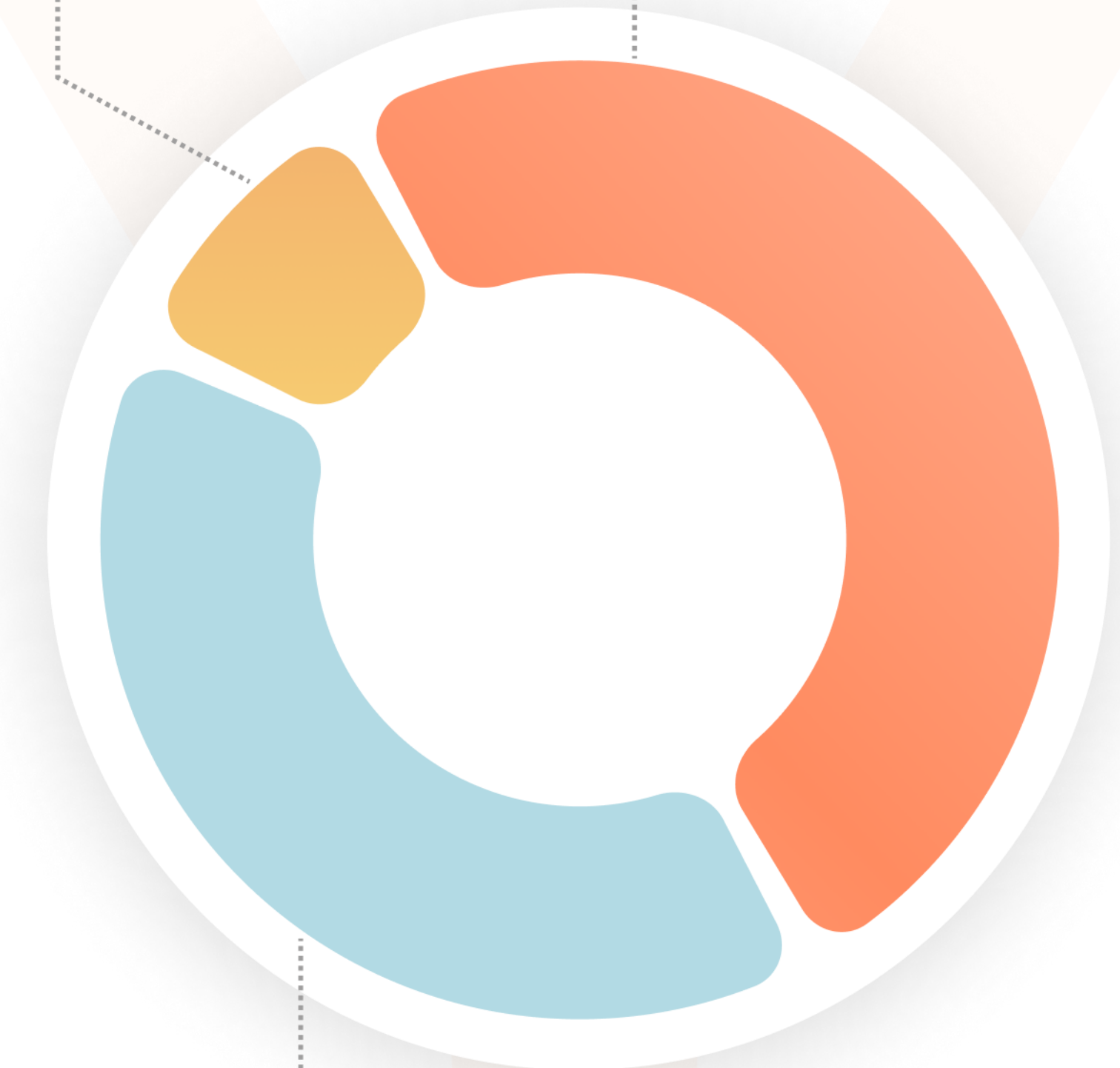
### Communication factors

Spoken Words

7 %

Body Language

55 %



38 %

Tone of Voice

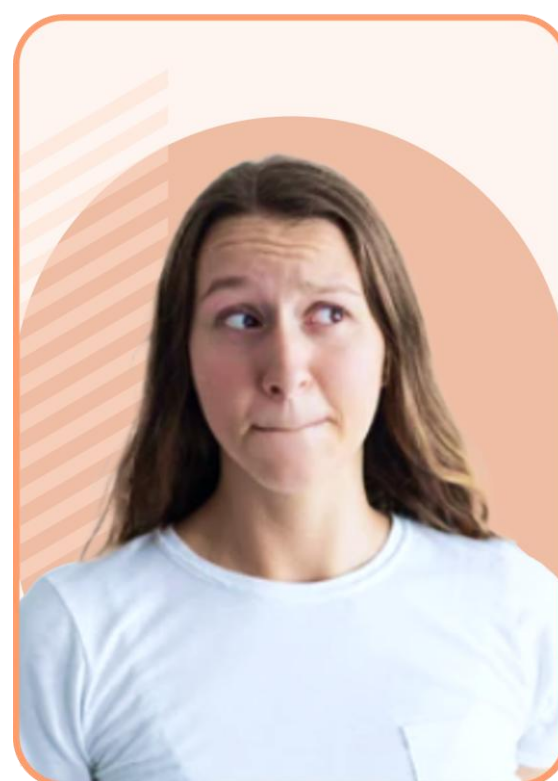
### 3. Match the gestures (1-6) to feelings (a-f) and pictures (1-6).

1. Touching or stroking their neck
2. Crossing their legs, whether they're sitting or standing, is a sign that
3. Standing with your hands on your hips and your elbows pointing out
4. When somebody puts their thumbs downwards, in their pockets
5. Putting their head to one side
6. If you look at people in a stressful situation, for example witnesses who are answering questions in courts

- a. \_\_\_\_\_ it usually means that their confidence is low, and they are feeling unsure of themselves. So try not to do this if you are in a situation where you need to look confident and in control.
- b. \_\_\_\_\_ you'll often see that it looks as if their lips have disappeared inwards. In fact this is one of the most universal signs of stress, as if a person wanted to disappear completely.
- c. \_\_\_\_\_ is a powerful sign that a person feels friendly and interested in someone or something. It's an automatic, genuine gesture, unlike a smile, which might be artificial, and so it's a good sign of real interest. It's also very difficult to do naturally around people you don't like.
- d. \_\_\_\_\_ is a pose used to show dominance. If you watch police officers or soldiers you'll notice that they often use this pose. Men tend to use it more than women.
- e. \_\_\_\_\_ a person feels relaxed and comfortable. If the person is sitting with their legs crossed and their feet towards another person, that shows that they are interested in this person. However, if someone they don't like appears, you may find that they quickly uncross their legs.
- f. \_\_\_\_\_ is a very typical sign that a person is nervous, and is trying to calm themselves down. A woman may also play with a necklace, and a man may tighten his tie.



1



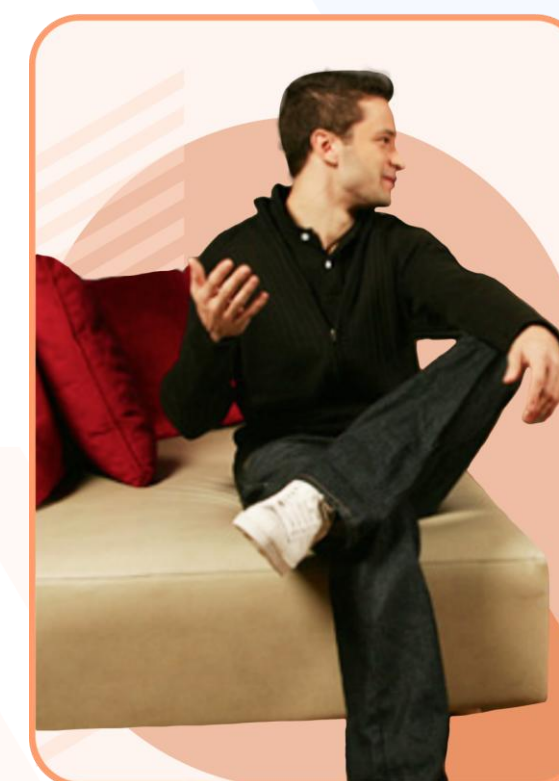
2



3



4



5



6

Task

4. Work with your teacher/partner. Discuss what people in the photos are doing, feeling, etc. and try to analyze their body language. Do your opinions coincide?



1



2



3



4



5



6



7



5. Is there any gesture that you know you do a lot, like folding your arms or standing with your hands on your hips? Why do you think you do it?

6. Make a presentation. The topic is 'How to make a good first impression'. Imagine you are speaking in front of the people you don't know. Use body language and ... try to make a favourable first impression!

1. Match the words to their synonyms:

Word list

- |               |             |                |               |
|---------------|-------------|----------------|---------------|
| • functional  | • arrogant  | • ostentatious | • complex     |
| • ineffective | • expensive | • successful   | • trustworthy |
| • modest      | • favorable | • suspicious   | • wary        |

- |                                               |                                               |                                            |
|-----------------------------------------------|-----------------------------------------------|--------------------------------------------|
| 1. _____ - showy, flashy, flamboyant          | 5. _____ - useless, inefficient               | 9. _____ - reliable, dependable, honest    |
| 2. _____ - haughty, conceited, overbearing    | 6. _____ - complicated, intricate, convoluted | 10. _____ - practical, utilitarian, useful |
| 3. _____ - positive, advantageous, beneficial | 7. _____ - costly, pricey, high-priced        | 11. _____ - doubtful, mistrustful, wary    |
| 4. _____ - cautious, vigilant, watchful       | 8. _____ - prosperous, thriving, accomplished | 12. _____ - humble, unassuming, simple     |

2. Complete the phrases with verbs:

- 1. \_\_\_\_\_ an impression
- 2. \_\_\_\_\_ reputation
- 3. \_\_\_\_\_ the right kind of image
- 4. \_\_\_\_\_ a profile
- 5. \_\_\_\_\_ an opinion
- 6. \_\_\_\_\_ across to people
- 7. \_\_\_\_\_ a close relationship with
- 8. \_\_\_\_\_ an instant dislike to someone

3. Complete the sentences with the phrases below (you may need to change the verb forms/tenses).

### Phrases list

- build a close relationship with
- form an opinion
- have reputation
- manage a profile
- take an instant dislike to
- project the right kind of image
- come across to people
- create an impression

1. During the job interview, I made sure to dress professionally and speak confidently to \_\_\_\_\_ a positive \_\_\_\_\_ on the interviewer.
2. The company \_\_\_\_\_ for providing excellent customer service and high-quality products.
3. When building your personal brand, it's important to \_\_\_\_\_ that aligns with your values and goals.
4. As a social media manager, it's my job to \_\_\_\_\_ the company's online \_\_\_\_\_ and ensure that our brand image is consistent across all platforms.
5. I need to read more about this topic before I can \_\_\_\_\_ on it.
6. Good communication skills are essential because they determine how you \_\_\_\_\_ and can impact your personal and professional relationships.
7. Networking is not just about meeting new people but also about \_\_\_\_\_ them to create mutually beneficial opportunities.
8. The interviewer \_\_\_\_\_ the candidate and decided not to offer him the job.

4. Five of these sentences are correct. Tick (✓) them. In the other five, correct the prepositions.

- ☐ 1. I didn't want to meet her for lunch, so I put her off.
- ☐ 2. We arranged a meeting to iron in some of the problems.
- ☐ 3. Maybe we can meet on to discuss this further?
- ☐ 4. When would be convenient to you?
- ☐ 5. We can pencil in next Friday for the moment.
- ☐ 6. I wonder if there's any way of speeding up the schedule.
- ☐ 7. Thanks for getting by to me.
- ☐ 8. It would be good if we could talk this through face to face.
- ☐ 9. I can firm up the date for the meeting now.
- ☐ 10. I'd like to take this further through dinner.

5. Put these phrases in the right order to make sentences.

- 1. if / It would / we could / the project. / to discuss / meet / be good
- 2. next Monday / be good / Would / for you?
- 3. two o'clock / Could / next Friday? / you make
- 4. lunch / How about / for / some time / meeting up / soon?
- 5. we could / take / you think / this discussion / further / Do / over lunch?
- 6. next week? / are you / fixed / How
- 7. need / to get / as soon / We / together / as possible.
- 8. for you? / When / convenient / would be

## 6. Choose the correct tense in italics.

1. Most of the time I **take / am taking** the bus, but because I **run / 'm running** late this morning I **take / am taking** a taxi to work.
2. Normally on business trips to Paris we **stay / are staying** in the company's flat, but it needs some repairs, so we **stay / are staying** in a hotel this time.
3. I **think / am thinking** of looking for a new position, possibly in marketing, because I really **don't think / am not thinking** this is the right job for me.
4. Jessica: 'I **see / am seeing** Duverger Technologies got that big contract we wanted in China.' Ross: 'Unfortunately, yes. In fact, I **see / am seeing** the Sales Manager today to discuss what went wrong.'
5. We **have / are having** two sales offices in France.
6. A group of visitors from the Berlin office are here in Tokyo now. We **have / are having** a reception for them in town this evening.

## 7. Complete the text below with the present simple or the present continuous forms of the verbs in brackets.

At the moment I **(work)** \_\_\_\_\_ for a pharmaceutical company. We **(offer)** \_\_\_\_\_ a full range of medical products and **(sell)** \_\_\_\_\_ medical supplies around the world. Our main brand **(dominate)** \_\_\_\_\_ the German market and it **(do)** \_\_\_\_\_ well in the rest of Europe at the moment, too. In fact, the brand **(become)** \_\_\_\_\_ more and more popular throughout the world and our market share (grow) every day.

We usually **(develop)** \_\_\_\_\_ and **(extend)** \_\_\_\_\_ products under our existing brand name. The brand is distinctive and **(stand)** \_\_\_\_\_ out from the competition. However, this year we **(create)** \_\_\_\_\_ a completely new brand.