



SHARING VIEWPOINTS



Scan to review worksheet

Expemo code:
1697-B6C9-16XL

1

Developing a business

Complete the expressions below with the following verbs:

attract

expand

go (x2)

raise

- _____ capital (= to obtain money for starting or developing a business)
- _____ a business (= to increase the size of a business)
- _____ public (= to become a public company listed on the stock exchange)
- _____ out of business (= to stop operating as a business)
- _____ shareholders (= to cause people to be interested in buying shares in your company)

2

Management teleconference

Video



You are going to listen to a teleconference in which the managers of an IT distribution company are discussing a business development plan. Answer the questions.

Audio



- What proposal is being discussed?
- Is the general opinion for or against?



3 Useful expressions

Now listen again and complete the following expressions.

- a. So, where do you all _____ on this?
- b. Well, I'm definitely _____ it.
- c. Alex, would you like to _____ your views?
- d. I have my _____ .
- e. He may have a _____ there.
- f. Oh, come _____ it!
- g. That may _____ be true, but...
- h. He's _____ right there.
- i. I know this isn't your area, but what's your _____ on this?
- j. Well, I haven't _____ it too much thought.

Now put the above expressions in the appropriate category below:

ASKING FOR AN OPINION: _____

SUPPORTING A PROPOSAL: _____

OPPOSING A PROPOSAL: _____

STAYING NEUTRAL: _____

AGREEING WITH AN OPINION: _____

PARTIALLY AGREEING WITH AN OPINION: _____

DISAGREEING WITH AN OPINION: _____

Now study the expressions below and add them to the categories above:

I can't go along with that opinion.

I'm going to sit on the fence on this one.

I couldn't agree more.

I'm in favor of the proposal.

I'm against the plan.

You're right up to a point, but...

Which of the expressions from this exercise are used to strongly agree or disagree with an opinion?



4

Role play

In pairs or groups, imagine you are at a management meeting to discuss a new cost-cutting proposal. Choose one of the proposals below and exchange opinions, agreeing and disagreeing as appropriate.

1. reduce the advertising budget
2. cut employees' salaries
3. relocate the office
4. reduce the workforce
5. outsource a service to a cheaper region of the world



Transcripts

2. Management teleconference

Daniel Goldman: Good morning all. This is Daniel Goldman. As you all know, we are here to discuss the proposal put forward at the last meeting. So, where do you all stand on this?

Anthony Smart: Anthony Smart here. Well, I'm definitely all for it. In the long run, we'll be able to raise the capital that we desperately need to expand the business into new markets.

Daniel Goldman: Alex, would you like to share your views?

Alex Presello: Yes. I have my reservations. My main concern is that by going public and expanding our business, we will lose our competitiveness.

Anthony Smart: What do you mean by that?

Alex Presello: Well, we have a reputation for providing great customer service and treating our clients as individuals. Our customers keep coming back because of the human touch.

Daniel Goldman: He may have a point there. If we end up going for big profits, we'd have to sacrifice customer service and then we'll be competing directly with the multinationals on their terms.

Alex Presello: Not only that, we'd probably lose some of our existing customers. And since the market leaders are better established than we are, it will be tough to compete. We're likely to go out of business.

Anthony Smart: Oh, come off it! There is more to us than just customer service. Don't forget we have negotiated exclusive distribution rights for several of our best-selling products.

Alex Presello: That may well be true Anthony, but the majority of our products are not unique.

Daniel Goldman: He's absolutely right there. Susan, I know this isn't your area, but what's your take on this?

Susan Clarke: Well, I haven't given it too much thought. But I do have one question. Since analysts are likely to have the same concerns as we do, how do we intend to attract potential shareholders?



Key

1. Developing a business

1. raise
2. expand
3. go
4. go
5. attract

2. Management teleconference

Play the audio file or animated video. Alternatively, use your mobile device to scan the QR code (make sure you have installed a QR code reader app and can access the internet on your device).

1. to become a public company listed on the stock market
2. against

3. Useful expressions

- a. stand
- b. all for
- c. share
- d. reservations
- e. point
- f. off
- g. well
- h. absolutely
- i. take
- j. given

ASKING FOR AN OPINION: a, c, i

SUPPORTING A PROPOSAL: b

OPPOSING A PROPOSAL: d

STAYING NEUTRAL: j

AGREEING WITH AN OPINION: e, h

PARTIALLY AGREEING WITH AN OPINION: g

DISAGREEING WITH AN OPINION: f

I can't go along with that opinion. - DISAGREEING WITH AN OPINION

I'm going to sit on the fence on this one - STAYING NEUTRAL

I couldn't agree more. - AGREEING WITH AN OPINION

I'm in favor of the proposal. - SUPPORTING A PROPOSAL

I'm against the plan. - OPPOSING A PROPOSAL

You're right up to a point, but... - PARTIALLY AGREEING WITH AN OPINION

STRONG AGREEMENT: He's absolutely right there; I couldn't agree more; STRONG DISAGREEMENT: Oh, come off it!