

Time for a change?



Ed Pegg

Business English UK
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Describe a good manager

Ask for help

Describe a good communicator

Update people

How do make a presentation?

Give/Receive instruction

Talk about ethics

Explain something

Describe customers

Check facts



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Most business English materials ***talk about*** business. They don't help people to ***do business***.

Handford 2010

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The Big Six

- Meetings



The Big Six

- Meetings
- Presentations



The Big Six

- Meetings
- Presentations
- Negotiations



The Big Six

- Meetings
- Presentations
- Negotiations
- Telephoning



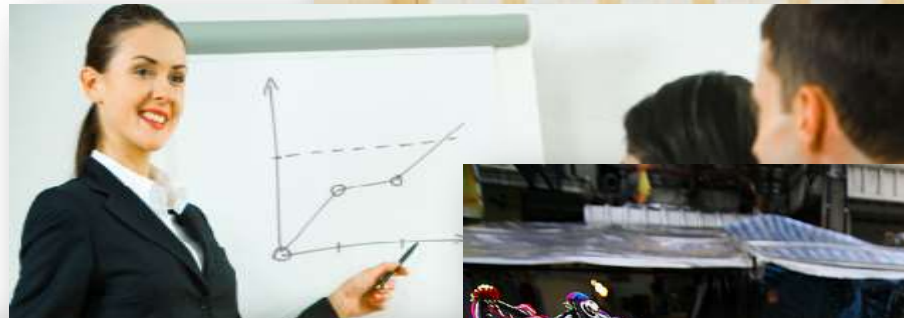
The Big Six

- Meetings
- Presentations
- Negotiations
- Telephoning
- Emailing



The Big Six

- Meetings
- Presentations
- Negotiations
- Telephoning
- Emailing
- Socialising



Giving your opinion

As I see it,...

In my opinion...

The way I see it...

Agreeing

Absolutely.

Yes, that's a good point [and what's more...]

Disagreeing

I see what you mean but...

Yes, but...

I'm afraid I don't really agree.



Meetings are not a specific genre but a context in which different types of talk take place.

Koester 2010



Introducing

Today, I'd like to...

First, then...

And finally...

Signposting

Let's turn to...

To digress for a moment...

Coming back to what I was saying...

Summarising

To recap...

In summary...

So, what I want you to remember is...



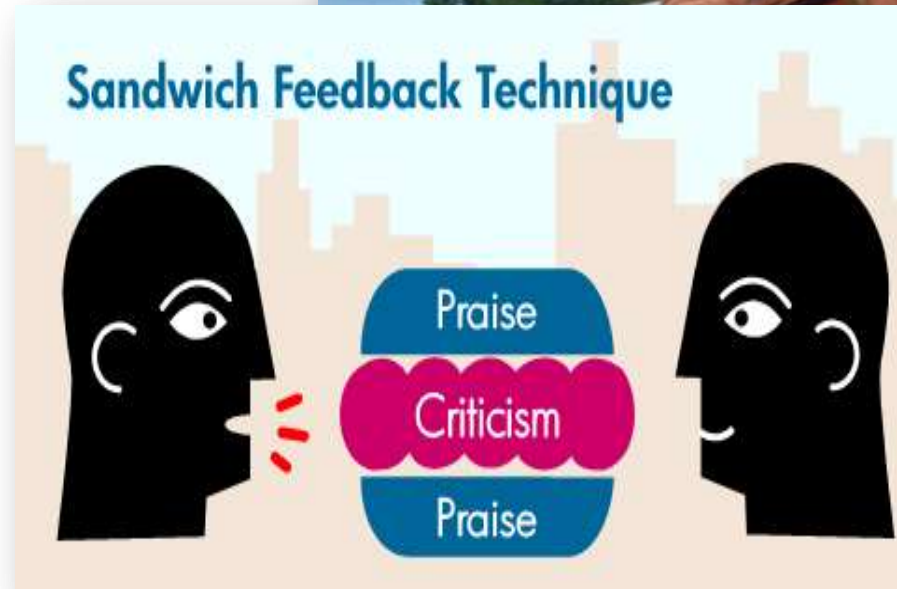
- Active Listening



- Active Listening
- Influence & Persuasion



- Active Listening
- Influence & Persuasion
- Feedback



- Active Listening
- Influence & Persuasion
- Feedback
- Assertiveness

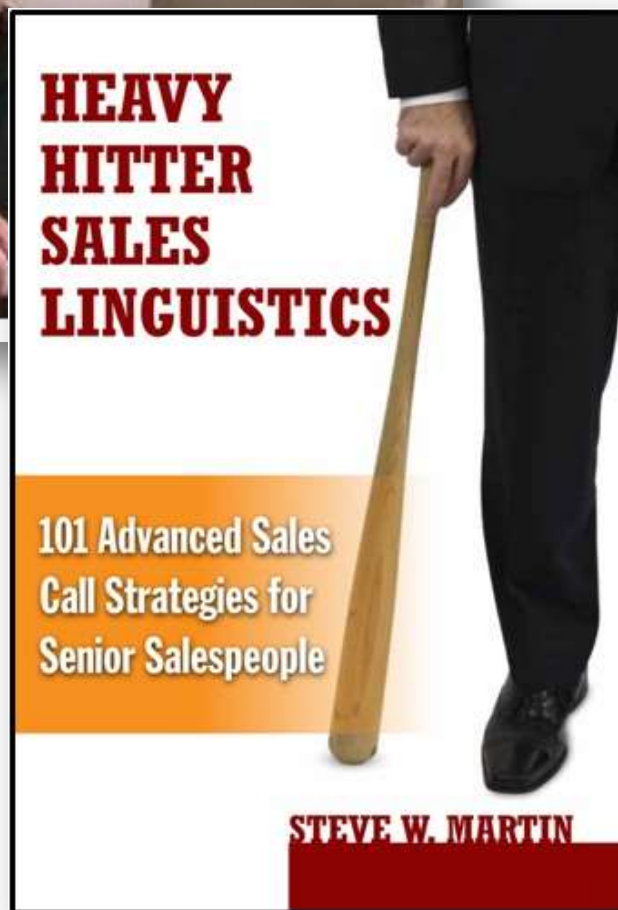


Language acquisition



Language selection





Sales Linguistics

The only thing differentiating you from your competitors are the words you choose.
Steve Martin



Language selection

The context

- Client facing or back office?
- National/Industry culture?
- Type of relationship?

Situational Realities

- Result?
- Constraints?
- Personalities?



German

B1+

RWE – Procurement

Regular international interaction

- UK (Npower)
- Czech Republic (IT support)
- Poland (Polish subsidiary)

Karl-Peter



RWE Procurement AGM

4 Nationalities

86 Delegates

Karl-Peter's role – co-ordinator



Karin,

I am very disappointed you did not contact with me.
You said you will book the venue in our last meeting so why is it not booked? You must book the venue as soon as possible and tell me when you book the venue. You must book the venue and email everybody today.

What are the major problems with this email?



form and accuracy

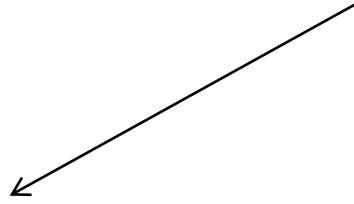


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form and accuracy

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redundancy & repetition



How would you feel?

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Accusation



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Accusation

Order



Situational Realities

- Result?

Have Karin book the venue.

Task failed!

- Constraints?

Extra work

Who's priority?

Bottom of the in-tray?



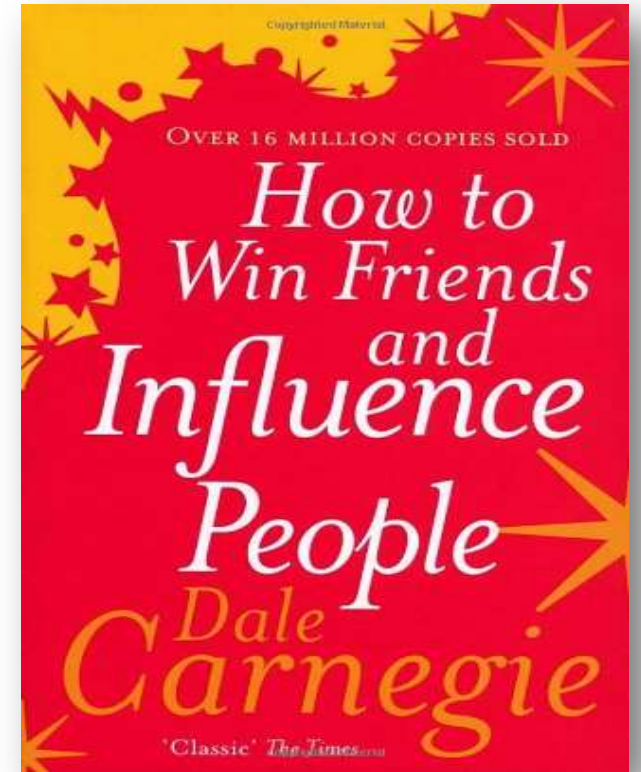
Genre

Getting people to do things.

How do you get people do to things?

1. People like people who like them.
2. Everyone loves to be listened to.

Dale Carnigie



You're writing an email to an international colleague to ask a favour.

Which is the best way to start the email and why?

Kate,

Can you find last months sales figures and email them as soon as possible?

Hi Kate,

How's everything with you? Could you send me last months sales figures when you get a minute?



Things to think about:

- Who are they?
- Where are you?
- What's their personality?
- What's your relationship?



Engage an eager want!

Dale Carnigie



- Does Karin have the same priorities as Karl-Peter?
- What are her priorities?
- How can he use them?

You're setting a deadline for your team.

Which option is the best thing to say and why?

- I need this by Friday.
- Do you think you can get this done by Friday?
- So we can all relax this weekend, could we get this done by Friday?



Karin,

I am very disappointed you did not contact with me.

You said you will book the venue in our last meeting so why is it not booked? ...

Hi Karin,

Are you good?

We need to book the conference venue this week. I am sad it's not done already. We need to tell our bosses soon. Will we book the venue today?

Thank you.



From Business English to
Business Linguistics.

Applying linguistics to
real communication problems.

- Wider demand
- Higher fees
- Greater satisfaction



Thank you

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