



**SECRETARIADO  
DO BRASIL**



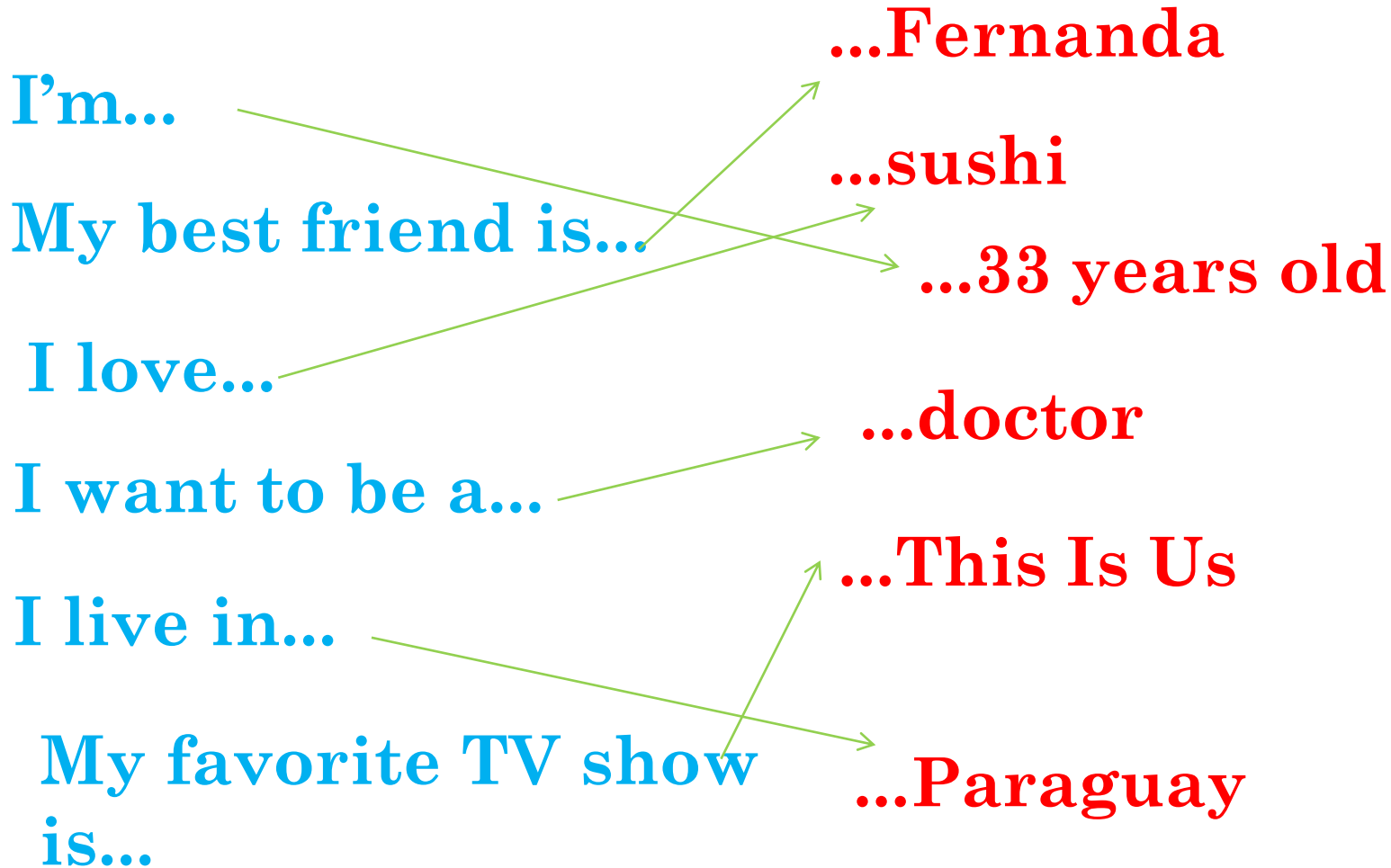
**BUSINESS ENGLISH**

**Teacher Renata Novaes**

**Class #01**



# WHO IS RENATA???



# WHAT DO YOU THINK OF FIREFIGHTERS?

- What do you think is necessary to work as a firefighter?
- Are they well paid in your country?
- Most of this professionals are men or women? Why do you think so?
- Have you ever needed (or know someone who had) their help?
- Would you be a firefighter? Why or why not?



# WORDS RELATED TO FIREFIGHTER

## meaning

- 1- poverty ( **3** ) from hero, brave things to do that help others
- 2- volunteer ( **4** ) if you show generosity, you are happy to give your money or time to someone else for free
- 3- acts of heroism ( **1** ) the state of being poor ( **2** ) someone who does a job for free because
- 4- generosity they want to



# Vocabulary

witness

volunteer

vocation

homeowner

in flames

jealous

soup kitchen

Firefighting is his vocation. He wanted to be a firefighter from the age of twelve.

He was jealous of his colleague's new office.

She's the homeowner – it's her house and she's lived there for twenty years.

Poor people can get meals from a local soup kitchen.

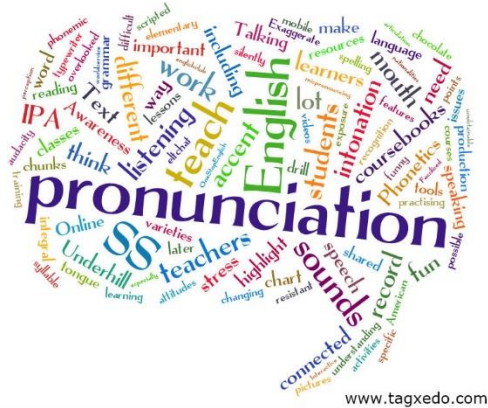
In my job as a firefighter, I am witness to a lot of accidents.

When the firefighters arrived, the kitchen was in flames.

My mother is a retired doctor, but she still works as a volunteer in an old people's hospital.



# PAY ATTENTION



**VACATION  
IS MY  
VOCATION**



## TELL ME MORE...

- Does anyone here feel they have a **vocation**?
- Are you **jealous** of any of your friends or family?
- Who of you are **homeowners** and who rents?
- Has anyone been a **volunteer** at a **soup kitchen** or similar charity organization?
- What should a **witness** do if they see a crime?
- Would you know what to do if you saw something **in flames**?





# SECRETARIADO DO BRASIL

## Job interview (Human Resources (HR))

Interviewer: Hi! I'm Harry Jones, the HR Manager here. Nice to meet you. Please have a seat. Applicant: Hi, Mr. Jones. I'm Ann Smith. Thank you. Glad to meet you, too.

Interviewer: Please tell me a little bit about your educational background and work experience. Applicant: I received my Bachelor's in Marketing and then went on to earn an MBA degree. For the past five years, I've been working in sales at XYZ Company. My most recent position was as Regional Sales Manager.

Interviewer: I see. So, you've had a fair amount of supervisory experience, then? How are your computer and communication skills? This position requires spreadsheet reporting and interacting with people at all levels.

Applicant: Yes, I've had a lot of supervisory experience, having managed the entire sales team for my region. I'm proficient with various spreadsheet programs. I really enjoy working with people, and am at ease communicating with customers, vendors, and coworkers.

Interviewer: What kind of salary expectations do you have for this position, Ann? Applicant: My expectation would be within typical market salary ranges.

Interviewer: Do you have any particular questions about the job?

Applicant: No, not at this time. Thank you for taking the time to interview me. I'm looking forward to the possibility of joining your firm.

Interviewer: We'll be making our hiring decision shortly and will notify you. Nice to have met you, Ann. Goodbye.

### Did you understand the text?

#### 1) Ann was interviewed by the company's...

- a) Vice President
- b) Chairman
- c) HR Manager
- d) Regional Sales Manager

#### 3) How does Ann feel about working with people?

- a) she manages it
- b) she communicates it
- c) she dislikes it
- d) she enjoys it

#### 5) Mr. Jones indicated a hiring decision would be made...

- a) shortly
- b) tomorrow
- c) next week
- d) with a spreadsheet

#### 2) Ann has worked for the past five years in the field of...

- a) MBA
- b) Sales
- c) Spreadsheets
- d) Vendor Management

#### 4) Mr. Jones asked Ann about her expectations for...

- a) customers
- b) salary
- c) sales levels
- d) XYZ Company



# HOMework


Do a zook to read it better







# **Business English**



I NEED  
ENGLISH FOR  
MY WORK



I can see on your application that you speak German, French, English, Greek and do shorthand, but the question is: Do you make a decent cup of coffee?

# Definitions for "Business English"

- - Language for business situations
  - English in business usage, especially the styles and forms of business correspondence
  - Useful language for getting a job
  - Business English is a form of international English
  - useful language and phrases to improve your spoken/written communication skills in English in different business situations
  - a specialism within the English language

- For some, Business English focuses on the vocabulary used in the universe of commerce, trade, finance, professions, politics and international relations.
- Many people refer to "BE" as the language for commerce topics such as government and corporate policy, programs, functions and procedures.

- "BE" Communication is any communication used to promote a product, service, or organization; relay information within or outside the business; or deal with public, legal or government issues.

# Variety of functions

**Marketing**

**Branding**

**Customer  
relations**

**Media relations**

**Corporate  
communication**

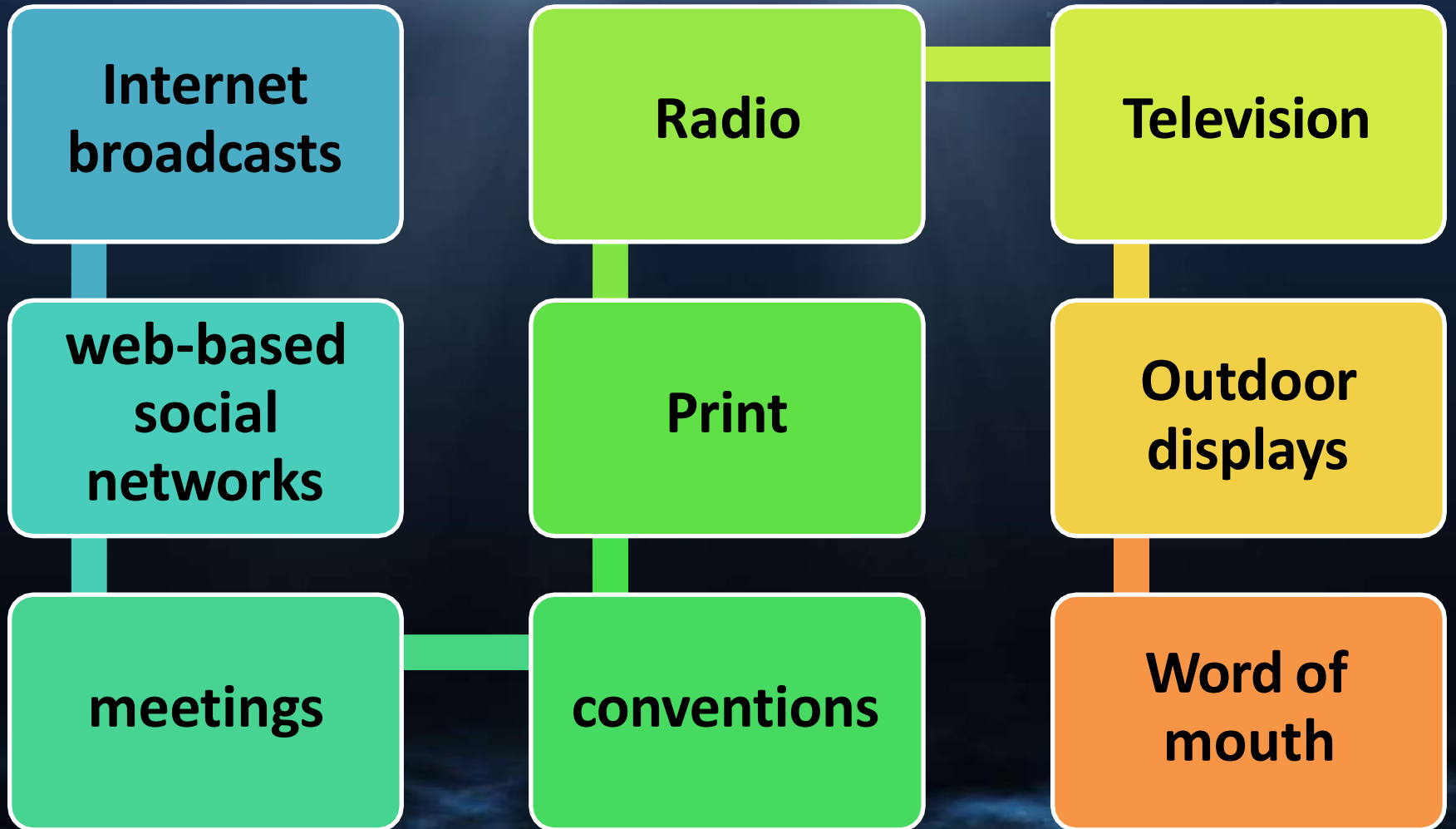
**Community  
engagement**

**Employee  
engagement**

**Online  
communication**

**Event  
management**

# WAYS OF TRANSMITTING “BC”





**WHY DO WE  
HAVE TO USE  
ENGLISH IN  
BUSINESS?**

# English is global.

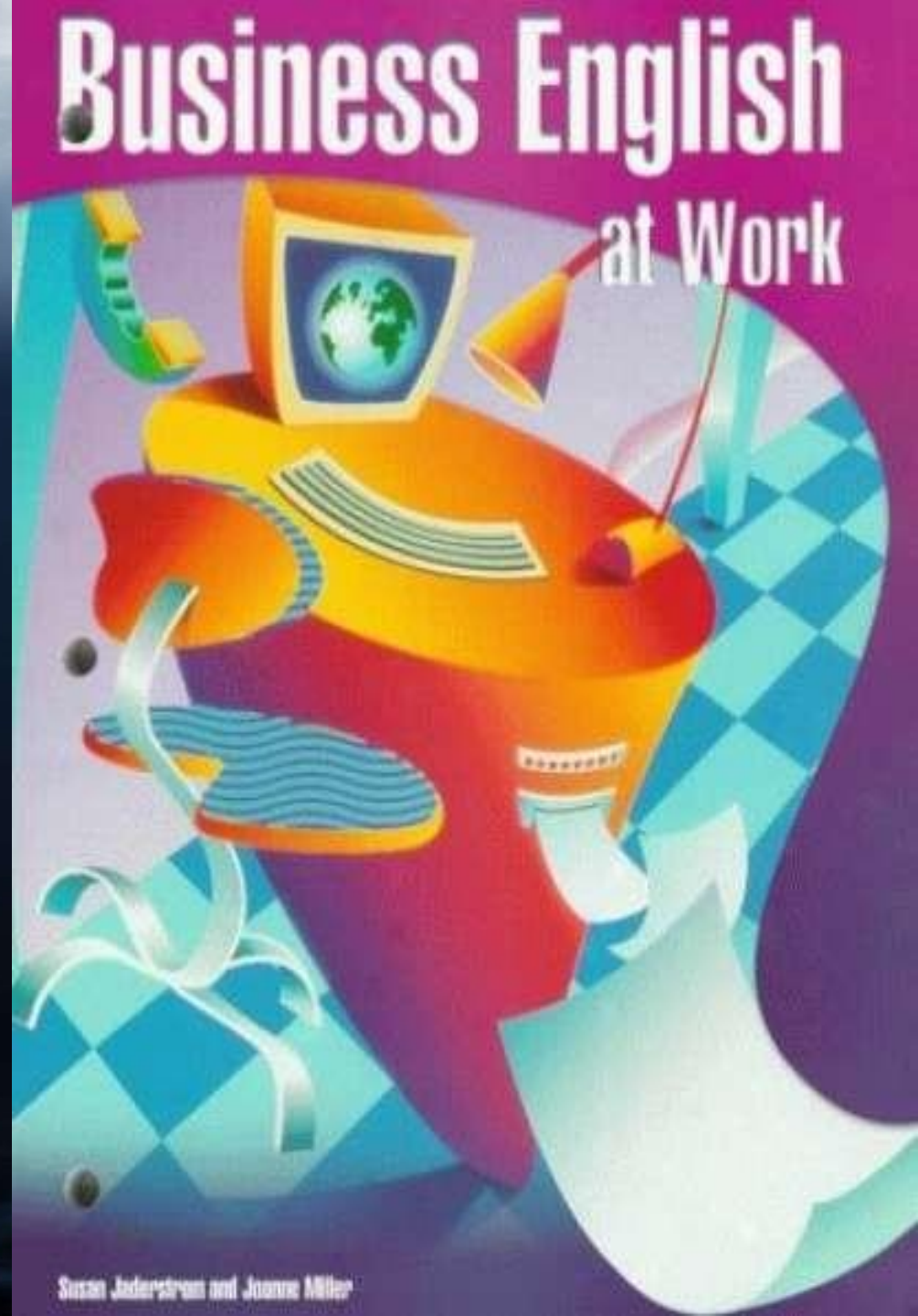




Most  
employees  
use English  
primarily at  
work.

Using  
**English**  
at Work

Work has  
become  
more solitary  
with  
computers.





# **IMPORTANCE OF BUSINESS ENGLISH**

# Business Leverage

- One of the reasons why people fail in businesses is its failure in knowing the basics which is communication, business English. In addition, business English means respect. Respect for the person you are talking to and respect for the business. Having good command of the English language gives you an advantage.

# Career Growth

- Knowledge of business English = confidence. In turn, confidence might turn into good performance. Intelligence does not really put you up the corporate ladder. You need confidence to back you up, and business English provides you that. Knowing that nothing will go wrong as you present in front of the people, you are sure to get approval.

# The Internet

- Majority of Web contents is written in English. We all know that the Internet is an essential part of a business. It is hard to filter good contents from the Internet. What gives you an edge is the manner the item is written or done. Having business English in those contents means that there is something to say and there is substance to be said.



**HOW WILL I  
DEAL WITH  
BUSINESS  
ENGLISH?**

***1. BE A  
GOOD  
LANGUAGE  
STUDENT.***



10 WAYS ON HOW  
TO BE A GOOD  
LANGUAGE  
STUDENT

- 1. Do make sure you have something to record new items of language (notebook, netbook etc)*
- 2. Don't rely solely on your memory.*
- 3. Do make sure you have access to a dictionary.*
- 4. Don't miss the opportunity to pick up new words and check their meaning.*
- 5. Do go over the day's lesson, make a note of anything you don't understand ready to ask your teacher at the next lesson.*

6. *Don't be afraid to ask your teacher to go over things or explain things again – it's an opportunity to make sure everything is clear before moving on.*
7. *Do watch TV in English if you have the chance.*
8. *Don't feel that you have to understand everything. Relax and enjoy the experience, if you can get a good overview of the conversation or TV program that might be enough (then, as in No 6, ask your teacher the next lesson).*

*9. Do write a learner diary – a few lines after each day's experience will not only give you a lovely record of your course, but it is also an interesting and personal way to make a record of your learning. This can be useful for language recycling and sharing with teachers and/or classmates.*

*10. Do enjoy your learning experience – something you enjoy and are absorbed in will be both successful and valuable.*

*2. Broaden  
your skills.*

## exercises to broaden your skills:

- **Top 10 best films ever** – this works well as a discussion topic at lunch or in the office you have to get a consensus
- **Jokes and humor** – very important in a business environment
- **Poetry** – don't dismiss this as a language exercise, poems often short and easily accessible



**3. *Increase  
your  
vocabulary.***

# 10 WAYS TO INCREASE VOCABULARY

1. **Use a bilingual dictionary** - look up words you come across but don't understand and make a note of them or even better use them straight away!
2. **Choose one lexical set at a time** - for example *animals*, can you, hand on heart, say that you know the English word for all the animals? Think of all those you don't know and look them up in your own language. Do the same for other lexical sets.

3. **Sign up to Gap fillers word of the day** - *it's free* and you can get your word sent by email if you register as a free member, 5 words a week, 20+ per month, that's 260 a year and you don't have to do anything!
4. **Play scrabble!**- you're allowed to use your dictionary!
5. **Read and translate** – choose a short passage in your own language and translate it into *good* English.

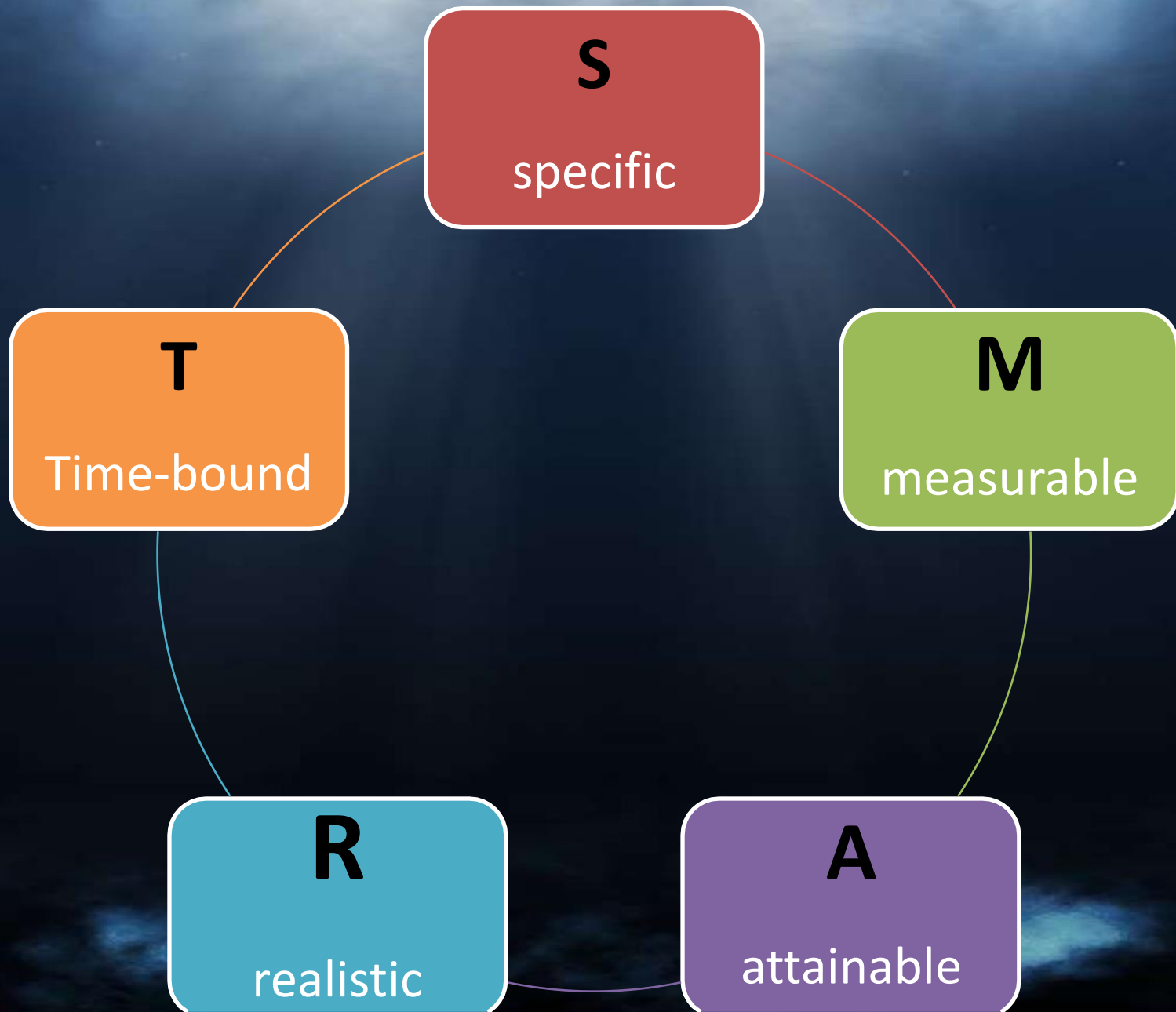
6. **Use a thesaurus** – write down a list of words you like to use and look up 3 synonyms for each in the thesaurus.
7. **Do crosswords** – use a dictionary to help you or do interactive ones online (there are a few on Gap\_fillers)
8. **Listen to the radio and write down any words you don't know** – choose a short piece, you can approximate the spelling and then look them up in your dictionary.

9. **Choose a short, difficult, reading passage and do the same** – make a list of the words and look them up.

**10. Look around where you are now** - do you know the words for everything you can see? – make a note of the ones you don't in your own language and then use your dictionary to find out the English word. Do this whenever you have a few spare minutes.

***4. Set SMART goals  
for your English  
language learning***

# What does SMART mean?



**PROBLEMS THAT  
WILL BE LESSENERED  
WITH GOOD  
BUSINESS ENGLISH**



# Wrong words



# Interpersonal relationships

## **Business English**

Writing in the Workplace



# Self-esteem

Don't let your  
English skills  
hold you back



# Misconception of messages



# Loss of words

I'M AT A  
LOSS FOR  
WORDS



What to Say When  
You Don't Know  
What to Say

• I AM SO SORRY TO HEAR  
• THANK YOU FOR YOUR VERY  
• THIS IS A LITTLE AWKWARD  
• I HOPE THIS NOTE FINDS  
• LISTEN, I'VE GOT  
• MAYBE

# Limited ideas



# Family problems

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"How did things go at the office today?"

# Analysis of issues





# Angry "Boss"



# Professional failure



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*Thank  
you for  
listening!*