Hello and good morning/afternoon
Good morning/afternoon, XXX. …
How are you today?
Etc........
As usual, we will start our session with a warming up activity!

Let’s play with the word “that”! (click for all text – no numbers)
Read the sentences quickly, look at the list in the orange box then decide whether the word that is a conjunction, a pronoun, and if so, of which kind, or an adverb. Ok?

1. The female staff in Burton Ltd that [3] were being paid lower wages than their male colleagues were so angry about that [2] they decided to take industrial action. Not that [4] surprising, or was it?

2. But the new CEO promised that [1] a fair wage policy would be implemented before the end of the year.

3. That [2] should have been done ages ago.

4. I think that [1] discriminative practices should be punished by law.

5. Equal opportunity policies are not that [4] difficult to bring into force.

6. The company that [3] I used to work for entitled all employees to a performance package and that [2] maintained a high degree of motivation within all the departments.

7. I’m sure that [1] the training course you’ve applied for will prove quite formative and that [1] you will be able to apply for a job that [3] suits you better.

Well done!

Today, we’ll talk about business meetings. Business meetings require much preparation and planning as you know. Moreover, during a business meeting, certain rules should be respected and certain phrases should be used to generate a respectful and beneficial discussion. Now let’s play roles and learn a bit about the fictional company created for your English language development.

For the remaining business modules, we will follow the actions of the following company to save its financial results. What’s the company called? It’s called Kids Klothes. Ok, so what does its name suggest that it sells, name an item that you think could be found in the shop. Its name suggests that it sells children’s clothing (such as/like) T-shirts/dresses etc. Right, (click for shop pic and shop caption 2) Kids Klothes’ inventory is made up of different types of children’s clothing. How many KK’s facilities are there? There are 2 shops in London and 3 shops in England: one in Manchester, Liverpool and Bath. Ok. Eventually, the company would like to expand to other British countries such as Scotland or Ireland. However, for now, the company’s sales aren’t achieving its budgeted targets. (click for customer survey 3) So, what did Kids Klothes’ Head Office order to be done? The Head Office ordered that customer surveys be done. Right again! What is the point of a customer survey? The company needs customer feedback to adjust their commercial strategy. Right. And what does customer loyalty mean? Customer loyalty means that clients will repetitively use Kids Klothes for their children’s clothing needs. Brilliant! So how can customer loyalty help achieve sales targets? Customers would return to the store/buy more etc.
Good. Now what came out of KK’s survey? (click for doc 4)
Was the feedback satisfactory?
No, Currently, the results and comments of the customer surveys aren’t very good. The customers claim that there aren’t enough choices and that the shop should offer a wider range of products.
Quite. So, steps are definitely to be taken! (click for Brad and Sarah pic and caps) Now, let’s meet two very important members of the Kids Klothes’ Head Office team. What is Brad Brighton’s position?
Brad Brighton is the Finance manager.
Correct, and what is Sarah Gibson’s position?
Sarah Gibson is the Head of marketing.
Excellent! So, now that the conclusions of the survey are in, Brad has to plan a very important meeting, Let’s see how he does it!
(click for next slide)

(slide 5) (4 min)
(click for Brad pic) Here is Brad! What do you think is his priority regarding the meeting?
Well, the most important part of planning a meeting is defining its purpose. (click for winter clothes pic and WHY?) Look at this picture. Why do you think may be the purpose of the meeting?
The purpose may be to develop a winter clothing line/discuss a winter clothes budget etc.
Good. (click for winter sales cap) Well, actually Brad needs to plan a meeting to discuss ways to improve Kids Klothes’ winter sales. The company’s numbers have dropped. Winter is the most important season in retail clothing shops. (click for box in pic) Can you guess why?
Winter is the most important season in retail clothing shops because consumers need warm clothes/consumers spend a lot of money during the holiday season etc.
Good! Christmas is a very lucrative time for retail businesses, and also the cooler weather forces consumers to buy winterwear which costs approximately 10 pounds more than a summer clothing item. (click for WHEN? and date planner) And when is the meeting planned?
The meeting is planned for Monday, the 3rd from 9 am to 4:30 pm.
Right. (click for WHO ? and picture + caption) And who will he be asking to attend the meeting?
He will be asking the marketing and finance teams.
Good, he is asking 14 members of the marketing and finance teams to attend. (click for WHERE? meeting room pic) Where will the meeting be held?
The meeting will be held in a board room/meeting room?
Right, to be specific, the meeting will be held in the Head Office’s Board Room A. (click for meeting room cap)
Now, what is the next step?
Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Good suggestions, but a very important part of the planning process is preparing an agenda. Let’s see what Brad plans to send to the meeting’s participants.
(click for next slide)

(slide 6) (4 min)
(click for the agenda) Here is a copy of the meeting’s agenda.
What’s the title of the meeting?
(The title of the meeting is) the Sales Target Advisory Committee Meeting.
Excellent. And who are the members of the sales target Advisory Committee?
The marketing and finance divisions are the members of the sales target Advisory Committee.
Right again! (click for pic 1) What does this picture represent?
This picture represents a graph/the sales?
Good. Actually, its a part of the Winter Sales Budget report.
When will it be presented?
The Winter Sales Budget report will be presented at 10:30 am.
Good! (click for 10:30am and pic 2) And what time will the participants of the meeting have this?
The participants of the meeting will eat sandwiches at 12:00.
Very good! (click for 12:00pm) Will they have to pay for their meals?
No they won’t, the company will be paying for it.

Right. the meals are complimentary That means that they are free and expensed to the company. This complimentary lunch
acts as a thank you to the team for their hard work during the meeting. (click for picture 3) OK, when will they drink this? They will drink coffee at 10:00 am.
Very good! (click for 10:00am) Many offices offer coffee breaks to their employees during business meetings because sometimes the employees aren’t awake enough to generate a good discussion. And where will they drink coffee? They will drink coffee in the Blue Lounge.
Well done. (click for pic 4) And when will they cast a vote? They will cast a vote at 4:00.
Right! (click for 4:00pm) The agenda informs the participants of the meeting that they are required to vote at the end of it, and that they must come to a consensus by 4 o’clock.
(click for next slide)

(slide 7) (6 min)
(Click for Brad caption and picture) To set up the meeting, Brad must call or email the participants. He has sent an email to each participant with an attached copy of the agenda. What information is important for the participant to make a decision if he or she can make it?
The date, the time, the purpose etc. is important for the participant to make a decision if he or she can make it.
Sure. I’m going to be Brad, and I want you to play Sarah Gibson. (click for pic 1 and Sarah’s mum cap) Look at the picture. Use it to guide you to answer me. Good morning Sarah!
Good morning Brad!
I am calling to confirm that you will attend tomorrow’s meeting. I’m afraid I can’t make it/I won’t be able to attend because my mother is in the hospital.
Ah, I understand Sarah. I’m sorry to hear about your mother. XXX will send you an email summarizing the meeting’s minutes. All right! (click for Dennis pic and name) Now Brad needs to call Dennis. You play Dennis. Hi Dennis, how are you?
I’m great, how are you?
I’m doing good. I have planned a meeting to discuss last year’s winter sales results and this year’s budget. Can you confirm your attendance?
Of course/Sure I will be there (at 9am)
Excellent, so I’ll see you Monday at 9am! Please take a look at the meeting’s agenda and come prepared with your ideas. You always make the discussions quite interesting! Well done! Now, it’s your turn to be Brad! (click for Helen pic and caps) You call me! RING RING Hello, Helen Marketing Division, Good afternoon Helen, this is Brad Brighton from Finance. Hi Brad. How are you? I’m fine, thank you. I am calling to confirm that you will be at Monday’s meeting. Of course, I will be there at 9am. Excellent! I look forward to meeting you. I haven’t had the chance to meet you yet but I’ve heard many good things from Sarah. See you Monday at 9am! Very good work! (click for Samantha pics) Now, unfortunately Samantha can’t attend. This is a picture of Dublin. It’s up to you to tell Brad why Samantha won’t be there using the picture to guide your answer. Brad sent her an email. What should she write? She should write I’m sorry/I’m afraid I can’t attend Monday’s meeting because I am on holidays in Dublin/I am attending a business meeting in Dublin about a possible expansion etc. That’s a very professional response and Brad completely understands. (click for XXX pic) The email that Brad sends to XXX=YOU is very important because he has asked Kids Kclothes’ new recruit to be chairperson. Does XXX look excited about the opportunity? No, she looks stressed/upset/cross etc. Can you imagine the reasons for her being so stressed? This is a very important meeting for her. Brad will be there and she needs to show him that the company hired the best person for the job, which explains why she is stressed out. Right. Of course, she responded in a professional manner and accepted the offer. Ok, it’s checking time! (click for next slide)
Can you tell me if these statements are true or false? Please answer in a complete sentence.

Number 1: Kids Klothes’ Head Office is located in Chicago, Illinois.
False, Kids Klothes’ Head Office is located in London, England.

OK and number 2! Kids Klothes’ Managers don’t mind having poor customer service results.
False, Kids Klothes managers work to achieve excellent customer satisfaction results.

Right. Number 3: The participants of the meeting should bring their lunches.
False, they will eat a complimentary lunch at the Sandwich Club.

Excellent. Now, look at picture 4, The agenda allows time so that the finance and marketing teams may get to know one another.
True, the agenda allows time so that the finance and marketing teams may get to know one another.

OK, number 5! The Kids Klothes’ Head Office is concerned about last year’s summer sales results.
False, the Kids Klothes’ Head Office is concerned about last year’s winter sales results.

Excellent. Now for the last one. According to the agenda, the Chairperson will make the final decision at the meeting.
False, according to the agenda, there will be a consensus by vote.

Brilliant work! Now, that we’re prepared, let’s start the meeting.

Brad called the meeting. He wants to greet everyone and then turn over the meeting to who again? And what’s her role today?
He wants to turn over the meeting to XXX because she is the Chairperson.

Right! Can you introduce yourself? Use the example that Brad used!
Hello, I’m FIRST LAST. You can call me FIRST.

Very good! Remember after the agenda is presented, the participants have half an hour to get to know one another.
Every meeting should start with an ice-breaker. Can you imagine why?

An ice-breaker is an easy question that gets everyone participating in the meeting.

Exactly. For example, if Kids Klothes expanded to Britain, one could be “Is this anyone’s first time to London?” and ask for his or her’s impression of the English capital. But today’s ice-breaker is “What do you know about children’s tastes in clothes?” How would you respond?

I know they like XXXX, prefer XX.

A very good answer.

Now, I want you to be put into the Chairperson’s shoes. Can you introduce the purpose of the meeting?

The main aim of the meeting is to/we are all here to propose how to increase next year’s winter financial results.

Well done, you sounded very professional. Now let’s see what else the Chairperson must do at the start of a meeting.

(slideway 10) (5 min)

(click for do’s pics 1 and 2) XXX, as the meeting’s Chairperson, has the important responsibility of guiding the meeting. She must set the rules so that a respectful discussion may follow. So what are the do’s and don’ts of a meeting?

(click for cap1) Let’s start with the do’s. For example, in picture A: Why should you offer constructive criticism?

Because constructive criticism generates a peaceful but productive discussion.

Quite. Now, what about picture 1?

Do XXX

(click for minutes cap ) Actually, the Chairperson should assign a minutes recorder. What for?

To make sure that the right time is spent discussing one point on the agenda so that there’s enough time left to discuss the other points, / the meeting doesn’t last much longer than planned, etc…

Exactly. So do respect the minutes recorder and the agenda’s timeline. This is very important! And what about picture 2?

Do put your mobile in your pocket.
Very good! Do put your mobile in your pocket, but also put it on vibrate. *(click for mobile on vibrate cap and DON’TS pics)* A ringer going off during a presentation is a very distracting disruption! OK, what about the don’t’s? Look at picture 3.

Don’t talk on/answer your mobile during the meeting.

Good, *(click for answer mobile cap)* and picture 4?

Don’t shout/yell at each other/the meeting’s participants/your colleagues.

**Right!** *(click for shout cap)* Do politely speak at a normal volume. OK, and now what about picture 5?

Don’t fall asleep nor look drowsy/bored.

Of course! *(click for fall asleep and pay attention caps)* Do pay attention at all time, it’s very rude to fall asleep or talk while someone else is talking.

*(click for next slide)*

*(slide 11) ........................................... (6 min)*

But there are good reasons why you may interrupt a speaker. *(click for picture on the right)* What might they be?

*I may interrupt a speaker for clarification/to ask a question etc.*

Right. *(click for interruption phrases)* There are polite ways to interrupt and I’d recommend that you use one of these phrases. You don’t want to show any disrespect towards the speaker.

*(click for pic 1 and cap 1)* In this exercise, I’m going to speak for XXX. I want you to interrupt after I say 2 sentences. Here I go:

The winter sales results were lower than expected last year. The skirts and pants results were amongst the lowest.

Excuse me/Sorry for interrupting (or another appropriate phrase) which has the higher sales target? Skirts or pants?

That’s a good question! During the winter, pants have a higher sales target because skirts are more suitable for summer weather. Well done! *(click for pic and cap 2)* Now, let’s do the second situation. Same thing, after 2 sentences, you should interrupt me. OK: The customer survey results showed that mostly moms buy the clothing for their children. Furthermore, 40% were pregnant mothers.

*May I have a word? (etc)* What are the average ages of the female customers?

I promise we’ll come right back to you in a moment. Very good. Sometimes meeting participants interrupt a speaker that will
answer the question later on in his or her presentation. In this case, the Chairperson must put off the question for a later time. *(click for cap3 and orange box)* Now let’s do the third situation. The sales results show that consumers are only buying on average one item per transaction. Our goal is to develop ways to increase the unit per transaction.

*Do you mind if I say something? (etc) Do the Customer Service Representatives/cashiers/vendors propose an add on sale at the point of purchase?*

That’s a very good point! You’ll have the opportunity to develop that idea during this afternoon’s discussion period.

Brilliant work! You have learnt how to interrupt politely and share an idea..... But beware of digressions! Interruptions sometimes result in digressions. Digressions lose time and make the meeting longer than planned..

Now, what if you don’t understand something that has just been said?

*(click for next slide)*

*(slide 12) (6 min)*

*(click for pic) Can you think of another reason you may need to interrupt?

To ask for clarification./ If I don’t understand something or if I need more information, I should ask to clarify.

Excellent! These are the three main reasons to ask for clarification *(click for winter budget and phrases)* Let’s play roles again. As XXX, I’m going to explain the winter budget. This time, after every third sentence, you should use an interruption phrase and then a clarifying one to answer a question you may have. Ok let’s start!

The first item on the agenda is to evaluate sales targets. Based on analysis of the results of our customer survey, we’d like to introduce accessories in our shops as accessories are effective ways to increase the units per transaction results. Consequently, we have created a 20% budget for this winter.

*May I have a word? (etc) Could you expand on that? What types of accessories/Will there be accessories for both sexes (etc)*.

The types of accessories we plan to sell are footwear, seasonal accessories. These accessories will be available as add-on sale propositions at the point of purchase, in this case, the till.
Well done! Let’s do one more!
I want you to clarify about the effect of the environment on last year’s sales. I’m starting now: The pants and winterwear results were below last year’s budgeted targets. This may have been caused by the warm climate weather due to global warming. We must increase these results because the prices for each of these products are higher than the price of a T-shirt.

Do you mind if I say something? Do you mean that global warming has affected our sales results/targets?

Unfortunately we have to take into consideration last year’s warm winter climate due to global warming. For example, we might need to sell lighter jackets during the winter, as well as some heavy ones which would only be sold during very cold weather.

Well done, now it’s checking time!

(click for next slide)

(slide 13) (4 min)
(click for all pics) Can you tell me the purpose for each of the following items on business etiquette? Look at number 1: Why should Brad send an agenda to each of the meeting’s participants?

Brad should send an agenda to each of the meeting's participants to prepare the participants/inform the participants of the purpose of the meeting/give a timeline of the meeting etc.

Right. Why should a Chairperson start with an ice breaker?

A Chairperson should start with an ice breaker to relax the participants/set the tone of the meeting etc.

Good, and why should you set your mobile to vibrate during a meeting?

I should set my mobile to vibrate during a meeting so that I don’t disrupt the speaker/to show respect. Etc

Well done. (click for phrase 4) Why should you use the phrase “May I just add something here?”

I should use the phrase “May I just add something here” to politely interrupt the speaker.

Good, learning phrases to politely interrupt are essential in a team environment. (click for phrase 5) OK, and the last one! Why should you use the phrase “Could you expand on that?”
I should use the phrase “Could you expand on that” to ask for more information/for clarification.
Brilliant. Now let’s partake in the afternoon discussion.

(click for next slide)
(slide 14) (6 min)
(all elements) Can you give me accurate definitions for the words in this crossword? Now that you’re experts in Business meeting etiquette, this should be easy! Why don’t you start with 1 down? Can you tell us what “introduce” means?
Xxxxxxxxxxxxxx
(please insist on getting complete and correctly pronounced sentences! Correct or enrich statement and ask to repeat if necessary. Thank you)

Very good, OK, next?
Etc...
(here are the words to be defined in numbers order in case it might be easier for you to follow)
1. introduce
2. informal
3. agenda
4. actually
5. report
6. budget
7. target
8. available
9. average
10. result

Well done! That’s all for today! Thank you. see you soon…….