B1–B2

intermediate to upper-intermediate

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Business English Modules

# Business Impact 1.3

DELTA Publishing

**B1–B2**

**intermediate to upper-intermediate**

# Business Impact 1.3

Modules A, B and C

Stephanie Ashford
Dagmar Taylor
Jason Humphreys
Robert Kirstein

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**DELTA** Publishing

**Authors** Stephanie Ashford, Dagmar Taylor, Jason Humphreys, Robert Kirstein
**Managing editor** Helge Sturmfels
**Editor** Gillian Bathmaker
**Layout and typesetting** Anne-Katrin Enderlein, büro freilich
**Cover picture** Getty Images (Nik_Merkulov), Munich
**Cover** Silke Wewoda

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## Business Impact

This innovative modular business English course covers two levels B1 – B2 (intermediate to upper-intermediate) and B2 – C1 (upper-intermediate to advanced) in six books (print + digital). Each of the six books comprises three modules, A, B and C. All modules are also available as stand-alone digital modules.

All **A Modules** have a strong focus on **personal encounters,** all **B Modules** focus primarily on **day-to-day business** and all **C Modules** focus on **business results.**

Modules can be chosen individually to suit the level, interests and requirements of classes, allowing full flexibility and control in terms of content and progress.

# Welcome to **Business Impact 1.3**
# Module A: Onboarding new colleagues

**Business Impact 1.3.A** is the A Module from *Business Impact 1.3.*
This module focuses on **personal encounters in the business world.**
In this module you'll take part in a case study about onboarding new colleagues.


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# Welcome to **Business Impact 1.3**
# Module B: International visits & business travel

**Business Impact 1.3.B** is the B Module from *Business Impact 1.3.*
This module focuses on **day-to-day business.**
In this module, you'll take part in a case study on international visits and business travel.


| Module B | Agenda | Language | Page |
|---|---|---|---|
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# Welcome to **Business Impact 1.3**
# Module C: Money matters

**Business Impact 1.3.C** is the C Module from *Business Impact 1.3.*
This module focuses on **business results.**
In this module, you'll take part in a case study dealing with budgets and finance.


| Module C | Agenda | Language | Page |
|---|---|---|---|
| **Session 1** **Negotiating a budget** | › Small talk: Budget categories<br>› Case scenario: Brightwave Consulting<br>› Talking about costs<br>› Making a budget proposal<br>› Negotiating a higher budget<br>› Professional budget negotiation | › Key budgeting terms<br>› Phrases for budget negotiations<br>› Direct vs. professional language<br>› Polite negotiation language | 58 |
| **Session 1 PLUS** | › Smart budgeting in business | › Extension & consolidation | 62 |
| **Session 2** **Salary & benefits** | › Small talk: Relocation<br>› Case scenario: Moving abroad<br>› Analysing relocation packages<br>› Discussing costs, allowances & support<br>› Negotiating relocation budgets & packages | › Key terms for benefits, relocation packages & payments<br>› Phrases for discussing proposals<br>› Making use of synonyms | 64 |
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› In this module you'll take part in a case study about onboarding new colleagues.

# Welcome *on board*

**Agenda**
- Small talk: Welcoming new colleagues
- Case scenario: Novacore
- Personalising a welcome message
- Analysing feedback
- Recommending improvements

## › Small talk

**Chat about the following questions in class.**

1. How do people typically welcome new colleagues in your organisation and culture?
2. What is your experience of 'onboarding' in your career so far?
3. What particular challenges might international hires face in their first few weeks?

In my team, we usually …

When I started, it felt …

A big challenge was …

## › Case scenario

Novacore is a fast-growing multinational company with offices across five continents. English is the company's official language. New employees use a digital welcome app in their first few weeks to learn about Novacore's policies and procedures and its structure. However, it seems the app is not enough. According to recent feedback, many international hires feel isolated, overwhelmed or disconnected. Some even wonder if they made the right decision to join the company. The Human Resources (HR) department has started a new initiative called 'Welcome Matters' to enhance the app and improve onboarding. You are members of the 'Welcome Matters' team.

The aim of this session is to discuss common onboarding challenges and suggest practical solutions so that at the end of the session you can produce a short report with evidence-based recommendations.

NOVACORE

## › Down to business

**A personalised welcome message**
HR has requested that you analyse the welcome message provided in the app, and design a template for a more personalised version.

### 1a Read the welcome message currently used in the app and, in your team, discuss the questions below.

1. As a new recruit reading the message, what would your first impression be? How would it make you feel?
2. Some new recruits criticised the welcome message for being 'impersonal' and 'too formal'. Do you agree? Find examples in the message to support your view.

Dear New Employee,
We would like to welcome you to Novacore. As a new member of our organisation, we hope you will quickly become familiar with our company's policies, procedures and goals.
Novacore is committed to excellence in all areas of business. We trust that your skills and experience will contribute to the company's continued success.
Please use this Welcome app to access important onboarding information and complete your required training. If you need further assistance, contact your line manager.
We wish you a smooth start and look forward to your contributions.
Sincerely,

### 1b Suggest ways to write the following items in a friendlier, more personal way.

1. Greeting: *Dear New Employee,*
2. Welcoming: *We would like to welcome you to Novacore.*
3. Closing: *We wish you a smooth start and look forward to your contributions.*
4. Signing off: *Sincerely,*

### 1c Now read the tips, then draft a template for a personalised welcome message that can be customised to a new recruit. Use phrases from task 1b and / or the *Useful phrases* below.

**Tips**
- Use the person's name, job title, team, location, etc.
- Make the tone warm and friendly.
- Keep sentences short and clear.
- Give support and encouragement.

**› Useful phrases**
- We're happy to have you on board.
- I'm excited to welcome you to Novacore.
- Your experience in *[field or background]* will be a great addition to our team.
- It's great to have someone from *[location]* on board.
- Don't hesitate to ask your *[manager / line manager / buddy]* if you have any questions.
- Wishing you a great start at Novacore.

### 1d In your team. Agree on a final version for the app and include it in your final report to HR at the end of the session.

**ENERGIZER**
Enjoy watching this video clip.
A.1

**Feedback analysis**
New recruits were asked to give feedback after a few weeks in the company. HR has passed on a summary of feedback results to you. Your task is to analyse the feedback and agree on practical recommendations to include in your report for HR.

## SUMMARY OF FEEDBACK RESULTS*

**1 What helped you the most during onboarding?**

- 70% One-to-one meetings with immediate colleagues.
- 20% HR support.
- 10% The Welcome App.

**2 Were your responsibilities and formal processes explained clearly?**

- 25% Yes, very clearly.
- 55% Yes, generally OK.
- 20% No, sometimes/often unclear.

**3 Would you have liked a personal 'buddy' to support you during onboarding?**

- 85% Yes.
- 10% No.
- 5% No preference.

**4 What was your experience of the following aspects of onboarding?**

**a) Communicating in spoken & written English:**

- 20% No problem.
- 40% Sometimes problematic.
- 40% Difficult or very difficult.

**b) Information provided about company structure:**

- 50% Good.
- 30% Satisfactory.
- 20% Poor.

**c) Information provided about workplace culture:**

- 20% Good.
- 30% Satisfactory.
- 50% Poor.

**Response rate: 92%*

**2a In your team. Discuss the points raised in the feedback by answering the questions below. Come up with recommendations for improvements.**

1. What feedback is positive? What is negative?
2. Which problem(s) most urgently need to be solved in your opinion?
3. Which problem(s) (if any) could be solved via the app?
4. Which problems require people-based/personal solutions?

A.01 **2b You will hear two recruits discussing their onboarding. Read the points, then, as you listen, tick (✓) the points that they refer to. (You won't hear about all of the points!)**

- ☐ Unclear points of contact
- ☐ Difficulty understanding accents
- ☐ Difficulty understanding idioms & informal language
- ☐ Difficulty understanding humour
- ☐ Not feeling like a good fit
- ☐ Feeling uncomfortable due to cultural differences in communication styles
- ☐ Not knowing who to turn to for help
- ☐ Finding 'unwritten' rules hard to understand

**2c In your team. Discuss solutions to at least three of the onboarding problems mentioned in the audio. Keep a record of the problems and your recommendations so that you can include them in your final report for HR at the end of the session.**

**A final report for HR**
Your final task is to produce a report for HR with your findings.

### 3 In your team. Follow the instructions and draft a report.

1. Use the following template as a guide for your report.
2. Make use of your responses to the previous task and the useful phrases to draft a short report to HR.
3. Decide on a final version to send to HR (your teacher!) and await feedback.

**› Useful phrases**
- We suggest introducing …
- We recommend offering …
- It would be helpful if …

## Report template

**According to the findings, respondents appreciate** [add example(s) of positive feedback]
_____
_____.

**However,** [X (= number)] _____ **% of respondents reported that** [describe problem area(s)] _____
_____.

**This suggests a need for** [add your recommendations] _____
_____.

**Several respondents also requested** [add further examples and recommendations] _____
_____.

**Based on the findings, we recommend the following:** [suggestions in bullet-points]
- _____
- _____
- _____

**We also attach our recommendation for a more welcoming and personalised 'welcome message' for the app:** [add your welcome message from task 1d].
_____
_____
_____
_____
_____
_____

## › Review and AOB

**Review what you have learned in this session.**

1. Suggest three ways in which a standard welcome message could be personalised.
2. Suggest a plain English way to express the idioms 'a square peg in a round hole' and 'back to square one'.
3. Suggest three ways to formulate a polite formal recommendation.

## › Final feedback

**What did you find most useful in this session? Tell the class. Any questions?**