

# B2–C1

upper-intermediate to advanced



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Business English Modules

# Business Impact 2.1



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upper-intermediate to advanced

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Modules A, B and C

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**DELTA** Publishing

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

The authors and the publisher would like to thank everyone who contributed to the successful completion of this project.

**Information and additional products / material for this series can be found here:**

[www.deltapublishing.co.uk/business-impact](http://www.deltapublishing.co.uk/business-impact)

**Медиа и дополнительные материалы по ссылке:**  
<https://www.allango.net/product/MAXP-501075/aug/978-3-12-501075-8?brand=delta>

1st edition 1<sup>3</sup> 2<sup>2</sup> 1<sup>1</sup> | 2026 25 24  
The last figure shown denotes the year of impression.

DELTA Publishing, an imprint of the Ernst Klett Sprachen GmbH  
© Ernst Klett Sprachen GmbH, Rotebühlstraße 77, 70178 Stuttgart, 2024

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[www.klett-sprachen.de/delta](http://www.klett-sprachen.de/delta)

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**Printing and binding** Elanders Waiblingen GmbH

ISBN 978-3-12-501075-8



## Business Impact

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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 2.1 Module A

**Business Impact 2.1.A** is the A Module from *Business Impact 2.1*.

This module focuses on **personal encounters in the business world** and will help you talk confidently about your job and master intercultural situations.

Module A	Agenda	Language	Page
<b>Session 1 Making the right impact</b>	<ul style="list-style-type: none"> <li>› Making an impact when introducing yourself in a group</li> <li>› Using (past) tenses confidently to talk about your work</li> </ul>	<ul style="list-style-type: none"> <li>› Present perfect simple &amp; progressive</li> <li>› Language for meaningful introductions</li> </ul>	6
<b>Session 1 PLUS</b>	› Round table introductions	› Extension & consolidation	10
<b>Session 2 What's your job?</b>	<ul style="list-style-type: none"> <li>› Describing in detail what your job entails</li> <li>› Showing interest &amp; empathy to make an impact</li> </ul>	<ul style="list-style-type: none"> <li>› Verbs for describing everyday work activities</li> <li>› Language for showing empathy</li> </ul>	12
<b>Session 2 PLUS</b>	› Empathy in the workplace	› Extension & consolidation	16
<b>Session 3 Culture shock</b>	<ul style="list-style-type: none"> <li>› Importance of culture &amp; etiquette</li> <li>› Focus on conventions in South Korea</li> <li>› Saying 'no' indirectly</li> </ul>	<ul style="list-style-type: none"> <li>› Listening for gist and detail</li> <li>› Language for paraphrasing 'no'</li> </ul>	18
<b>Session 3 PLUS</b>	› Taboo or not taboo	› Extension & consolidation	22
<b>Business English live</b>	› Exchanging contact details	<ul style="list-style-type: none"> <li>› True-to-life business dialogues</li> <li>› Essential phrases</li> </ul>	24 25
<b>Milestone</b>		› Progress check	26
<b>Magazine 1</b>	› How interculturally aware are you?	› Extensive reading & discussion	28
<b>Magazine 2</b>	› What your handshake says about you!	› Extensive reading & discussion	30
Final Milestone			84
Essential phrases			88
Useful abbreviations & acronyms			91
100 useful business English words			92
Audio transcripts			94
Acknowledgements			104

The page numbers on this page refer to the printed edition of Business Impact 2.1.

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## Welcome to Business Impact 2.1 Module B

**Business Impact 2.1.B** is the B Module from *Business Impact 2.1*.

This module focuses on **day-to-day business** and will help you master the scheduling and management of meetings.

Module B	Agenda	Language	Page
<b>Session 1</b>	› Changing plans & schedules	› Identifying formal & informal style	32
<b>A change of plan</b>	› Getting tone & register right	› Using phrasal verbs	
<b>Session 1 PLUS</b>	› Time management	› Extension & consolidation	36
<b>Session 2</b>	› Handling meetings successfully	› Language of meetings: Keeping on track & handling problems	38
<b>Spread the word</b>	› Putting forward ideas	› Putting forward ideas & making suggestions	
	› Interrupting politely	› Interrupting & dealing with interruptions	
<b>Session 2 PLUS</b>	› Misunderstandings & more	› Extension & consolidation	42
<b>Session 3</b>	› Using tact & diplomacy	› Dealing with criticism	44
<b>Critical errors</b>	› Common mistakes in business English	› Expressing yourself more diplomatically	
		› Common mistakes that cause confusion	
<b>Session 3 PLUS</b>	› Brand blunders & language mishaps	› Extension & consolidation	48
<b>Business English live</b>	› Asserting yourself in meetings	› True-to-life business dialogues	50
		› Essential phrases	51
<b>Milestone</b>		› Progress check	52
<b>Magazine 1</b>	› Be effective, not efficient!	› Extensive reading & discussion	54
<b>Magazine 2</b>	› Misspoken or mistaken?	› Extensive reading & discussion	56
Final Milestone			84
Essential phrases			89
Useful abbreviations & acronyms			91
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## Welcome to Business Impact 2.1 Module C

**Business Impact 2.1.C** is the C Module from *Business Impact 2.1*.

This module focuses on **business results** and will help you become proficient in making forecasts & predictions.

Module C	Agenda	Language	Page
<b>Session 1 Qualified decision making</b>	› Comparing products › Comparing services › Discussing criteria for choices	› Making comparisons › Using adjectives & adverbs › Using <i>less, more, fewer</i>	58
<b>Session 1 PLUS</b>	› Smartphones	› Extension & consolidation	62
<b>Session 2 Beyond the crystal ball</b>	› Making formal business forecasts › Comparing predictions & results › Presenting formal business results	› Vocabulary for growth & trends › Complex comparisons › Forecasting & reporting	64
<b>Session 2 PLUS</b>	› Fo(u)r better or worse	› Extension & consolidation	68
<b>Session 3 What's the SWOT?</b>	› Analysing strengths & weaknesses › Using & understanding business acronyms	› Describing strengths & weaknesses › Using acronyms › Using jargon	70
<b>Session 3 PLUS</b>	› Cut out the bulls**t!	› Extension & consolidation	74
<b>Business English live</b>	› Making forecasts & predictions	› True-to-life business dialogues › Essential phrases	76 77
<b>Milestone</b>		› Progress check	78
<b>Magazine 1</b>	› Live to work or work to live?	› Extensive reading & discussion	80
<b>Magazine 2</b>	› Should your company canteen go meat-free?	› Extensive reading & discussion	82
Final Milestone			84
Essential phrases			90
Useful abbreviations & acronyms			91
100 useful business English words			92
Audio transcripts			101
Acknowledgements			104

The page numbers on this page refer to the printed edition of Business Impact 2.1.

# Making the *right* *impact*

## Agenda

- › Making an impact when introducing yourself in a group
- › Using (past) tenses confidently to talk about your work



## › Small talk

Start the session by chatting with a partner for a few minutes about what you did at the weekend. Your conversation can, of course, move on to other topics that come up naturally. Use the following phrases in your conversation.

Sounds like you must have been pushed for time!

Sounds like you were rushed off your feet!

Is that something you do on a regular basis?

## Tip

A quick chat at the beginning of every English class is a great opportunity to practise and improve your small talk skills.

## › Down to business

**1** Refer to the image above and discuss the following questions in class.

1. In your opinion, what are the most important things to mention when introducing yourself to a new group of colleagues and / or business partners at a meeting?
2. What kind of things wouldn't you mention when introducing yourself to a new group of colleagues and / or business partners? Why?

**2a** When was the last time you had to introduce yourself in a round table session? What information did you give?

**A.01**

**2b** You are going to listen to six people introducing themselves at a meeting. Note down key information about each of them as you listen.

### Business Impact

Taking notes in a round table introduction session will help you listen more attentively and provide you with important information about the person which could be useful at a later date.



Mark

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Inga

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Tom

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Susan

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Sam

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Elena

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**2c** Use your notes and consider the following questions. Then discuss your opinions in class.

1. What do we learn about each person?
2. What information was missing in your opinion? What might have been more useful in your opinion?
3. Who do you think introduces themselves most and least effectively? Why?



Enjoy watching this video clip.

**A.1**



## 3a Focus on tenses and function: Match each of the sentences 1 - 6 to its function a), b) or c).

### Sentences

1. ☐ I've been working here for about ten years now.
2. ☐ I used to work in customer services and then I was in sales for a few years.
3. ☐ I've just joined the company.
4. ☐ Just recently we won a huge contract with MPD.
5. ☐ Prior to that, I used to work for our main competitor.
6. ☐ In the past we had too much variety.

### Functions

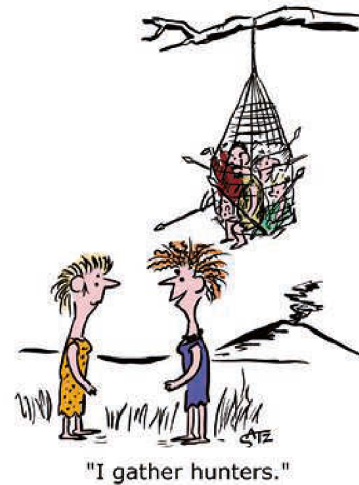
- a) Describes what a person did in the past but no longer does.
- b) Describes an event that took place in the past, often at a specific time.
- c) Describes how long a person has done or has been doing something.

## 3b Which tense or form is used for each of the functions? Write a, b or c.

- ☐ simple past    ☐ used to    ☐ present perfect simple or progressive

## 3c Write a brief 'spoof' introduction for yourself using each of the tenses in task 3b. Make your sentences as humorous as possible! Then briefly introduce yourself to the class using your sentences.

My name's Fred Flintstone. I used to be a hunter. Then I worked as a toolmaker, but since January I've been working as a head hunter.



## 4 Focus on present perfect simple and present perfect progressive: Read the information in the table and complete the headings with simple or progressive.

### Present perfect \_\_\_\_\_

<b>Focus</b>	› generally on an end result
<b>Emphasis</b>	› The activity itself is not as important as the result. › The activity may be finished. = "I've read the report." (I've finished reading it.)
<b>Dos &amp; Don'ts</b>	› Use with <i>ever</i> and <i>yet</i> in questions meaning 'any time before now' and with <i>never</i> and <i>not ... yet</i> in statements. › Use with 'state' verbs such as <i>know</i> , <i>understand</i> , <i>agree</i> , <i>disagree</i> etc.

### Present perfect \_\_\_\_\_

<b>Focus</b>	› generally on longer, repeated actions
<b>Emphasis</b>	› The continuous or continuing action is emphasised. › The activity is still ongoing. = "I've been reading the report." (I haven't finished reading it yet.)
<b>Dos &amp; Don'ts</b>	› Use to talk about something you've been doing but haven't finished yet. › Don't use with 'state' verbs such as <i>know</i> , <i>understand</i> , <i>agree</i> , <i>disagree</i> , etc. › Don't use in statements with <i>never</i> and <i>not ... yet</i> meaning 'any time before now'.

**5a** Now look at the examples below and discuss whether and how the use of the *simple* or *progressive* form changes the emphasis. Both versions are grammatically correct!

- |  |   |
|--|---|
| 1. a) I've been working here for ten years.                            | 3. a) I've spent a lot of time in Brazil.   |
| b) I've worked here for ten years.                                     | b) I've been spending a lot of time in Brazil.  |
| 2. a) We've focussed on expanding business into the Mexican market.    | 4. a) I've been dealing with the shipping issues the world is currently experiencing. |
| b) We've been focussing on expanding business into the Mexican market. | b) I've dealt with the shipping issues the world is currently experiencing.           |

**5b** Use the *present perfect simple* or the *present perfect progressive* of the verbs in brackets to complete these sentences. Where both forms are possible, decide which form you feel is more appropriate. Compare and discuss your answers in class.

- You're late. The meeting (start) \_\_\_\_\_ already.
- We (work) \_\_\_\_\_ on a new prototype, but we (find) \_\_\_\_\_ the best solution yet.
- Over the last few years we (diversify) \_\_\_\_\_ into new areas.
- Prices (increase) \_\_\_\_\_ rapidly this quarter.
- We (consider) \_\_\_\_\_ all the options and (decide) \_\_\_\_\_ to stop production as soon as possible.
- (you / ever / work) \_\_\_\_\_ in the USA?

**A.02 6a** Listen to a podcast giving advice about round table introductions. Make notes.

**6b** Which of the points did you find most useful? What further advice would you give?

**6c** Make notes about yourself which you can use when introducing yourself to colleagues and / or clients. Follow the advice given in the podcast.

**6d** In groups / In class. Introduce yourselves in a round table introduction session using your notes from task 6c.

## › Review and AOB

Review what you have learned in this session:

- Give an example from your work biography using the *simple past*.
- Give an example using *used to* to talk about a work role you no longer have.
- Give (work-related) examples of the correct use of the *present perfect simple* and *progressive*.

## › Final feedback

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