



PITCHING AN IDEA



Scan to review worksheet

Expemo code:
14DM-X5V9-UHB3



1 Warm-up

Do you sometimes pitch ideas to your boss, colleagues or business associates?

2 Describing an idea

Choose one or more suitable adjectives to describe each of the ideas below.

crazy
risky

creative
sensible

radical
stupid

- "Let's design and sell special gloves for eating ice-cream." stupid
- "Let's build a search engine to compete with Google." risky, crazy
- "We should delegate certain tasks to the secretary in order to focus on the important issues." sensible
- "Let's completely stop advertising and try to reach new clients through our company blog." risky, radical
- "Why don't we borrow \$100,000 from the bank and invest in the stock market." risky
- "Instead of throwing away all this extra fabric, why don't we use it to make handbags for women?" creative, sensible

3 Listening

Howard and Pablo work in the marketing department of a manufacturer of powerful household blenders. Howard has an interesting idea for a marketing campaign. Listen to the dialogue and answer the questions below.

Audio



- What problem is the company currently experiencing? No money for marketing/Few Sales
- What is the company's current marketing strategy? Publishing Blog posts
- What is Howard's idea? Blend objects that show off how strong their blenders are
- Does Pablo accept or reject his idea? He accepts



4

Useful expressions

Complete the dialogue with the expressions below.

Do you really think it will work?

how about ...-ing

I think it's worth a try

let's try it

What do you mean ...

Howard: Thank you for meeting me at such short notice. As you all know, the director is putting pressure on us to improve sales. And to make things worse, we have a very limited marketing budget. In fact, we don't have any money to spend on new marketing activities.

Pablo: Yes, I know. It's awful.

Howard: But despite these pressures and frustrations, I see an opportunity here to get really creative.

Pablo: What's your idea?

Howard: Well, so far we've been publishing standard blog posts about food recipes that involve blending ingredients and stuff like that.

Pablo: I like those posts.

Howard: Yes, they're interesting and practical, but are they really, really cool? I mean, think about it. As a reader, would you want to share our content with at least ten of your friends?

Pablo: So you're talking about creating content that will basically go viral? Now that is extremely challenging.

Howard: Right. Well, my idea is this. Instead of writing about how consumers can use our blenders to blend food, how about ¹ showing them how our blenders can be used to blend other stuff?

Pablo: What do you mean ², other stuff?

Howard: I mean stuff like pens, clothes and even iPhones. We could make a series of videos showing how powerful our blenders are and publish them on YouTube.

Pablo: An iPhone will it blend?

Howard: Ah .. 'Will it blend?' That's a great title for the video series. Let's see if it will blend. I'm going to put this iPhone in our most powerful blender right here ... ready?

Pablo: Go ahead ... Good job! I hope that was your old iPhone.

Howard: Haha...oh yes, that was the first iPhone I ever owned.

Pablo: Well, I see you're really thinking outside the box, here. That's definitely a radical idea. Do you really think it will work? ³

Howard: I think its worth a try ⁴. Anyway, it's not risky at all. To make those videos, we won't need any extra investment. We can simply make them in our laboratory using a phone camera.

Pablo: OK, lets try it ⁵. It's a pretty crazy idea, but I like it.



Put the expressions into the correct categories.

1. Suggesting an idea:

Here's an idea

2. Expressing doubt:

I'm not convinced, to be honest

Why don't we ...?

3. Showing you believe in your idea:

Lets give it a go

4. Asking for more details:

Tell me more about it

5. Taking a decision:

Let's go for it

Add the expressions below to the above categories.

Here's an idea:

I'm not convinced, to be honest.

Let's give it a go.

Let's go for it.

Tell me more about it.

Why don't we ...?

5

Role play

Think about the company you work in. Do you have any great ideas about a process that can be improved, or a way to cut costs? See if you can make a short list of a few of these ideas. Choose one idea and then practise a role play with your partner where you explain and defend your idea. Try to use the language in this lesson.

6

Talking point

Why do you think some ideas become very popular and others don't?



Transcripts

3. Listening

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Pablo: Good job! I hope that was your old iPhone.

Howard: Haha...oh yes, that was the first iPhone I ever owned.

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Howard: I think it's worth a try. Anyway, it's not risky at all. To make those videos, we won't need any extra investment. We can simply make them in our laboratory using a phone camera.

Pablo: OK, let's try it. It's a pretty crazy idea, but I like it.



Key

1. Warm-up

Encourage a short discussion.

2. Describing an idea

Possible answers:

1. stupid
2. crazy, stupid
3. sensible
4. radical, risky
5. risky
6. creative, sensible

3. Listening

The dialogue is based on an actual viral marketing campaign called 'Will it blend?', which helped American company Blendtec achieve success.

Pre-teach key vocabulary, for example a blender, to blend, go viral, challenging, powerful

1. low sales and limited marketing budget
2. writing blog posts about food recipes
3. to create viral videos of blending non-food items
4. accepts

4. Useful expressions

Either play the dialogue again or hand out the transcript.

1. how about ...-ing
2. What do you mean ...
3. Do you really think it will work?
4. I think it's worth a try
5. let's try it

Suggesting an idea: How about ...? Why don't we ...? Here's an idea:

Expressing doubt: Do you really think it will work? I'm not convinced, to be honest.

Showing you believe in your idea: I think it's worth a try;

Asking for more details: What do you mean ...?; Tell me more about it.

Taking a decision: Let's try it. Let's go for it. Let's give it a go.