

and details where appropriate, they will not ramble<sup>7</sup> and lose sight of their main message. Really effective communicators who have the ability to engage<sup>8</sup> with colleagues, employees, customers and suppliers are a valuable asset for any business.'

### 3 Relevant idioms

**Exercise 1** Complete these idioms with the missing words from the box.

point	bush	grapevine	stick	wavelength	wires
	nutshell	picture	tail	purposes	

- 1 to put it in a nutshell
- 2 to get straight to the point
- 3 to hear it on the grapevine
- 4 to put you in the picture
- 5 to get the wrong end of the stick
- 6 to be on the same wavelength
- 7 can't make head or tail of it
- 9 to talk at cross purposes
- 10 to beat about the bush
- 11 to get our wires crossed

**Exercise 2** Which of the idioms in exercise 1 mean the following?

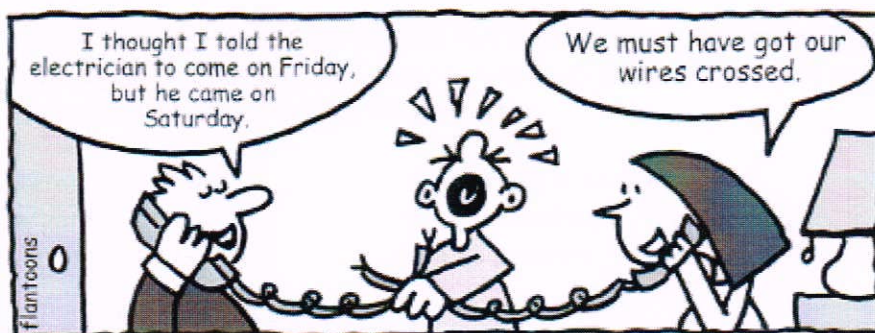
- 1 to fail to understand anything 7
- 2 to share similar opinions and ideas 666
- 3 to summarise briefly 2
- 4 to misunderstand 11, 10, 9
- 5 to delay talking about something 10
- 6 to give the latest information the big room
- 7 to talk about the most important thing 2
- 8 to hear about something passed from one person to another 3

**Exercise 3** Complete the sentences with the idioms from Exercise 1.

- 1 1 OK, I'll get straight to the point I'm afraid we're going to have to sack you.
- 2 'You and your mother seem to agree on most things.' 'Yes, we are on the same.'
- 3 Some important decisions were taken at yesterday's meeting. Let me 1.
- 4 I think we are talking at cross purposes. I mean next week, not this week.
- 5 He never gives you a straight answer. He's always 10.
- 6 I 3 that he's been fired. Is it true?
- 7 It's a very sophisticated system, but to 1 it works exactly like a bicycle.
- 8 If you think our biggest problem is distribution then you have 5.
- 9 This newspaper article makes no sense at all. I 7.
- 10 Everyone arrived for the meeting at different times. We must have 11.

**Exercise 4** Ask your fellow-students the following questions.

- 1 1 What have you heard on the grapevine recently?
- 2 When was the last time you got the wrong end of the stick?
- 3 When is it necessary to put someone in the picture?
- 4 In what situations is it good to beat about the bush?
- 5 In what situations is it good to get straight to the point?
- 6 Can you give an example of when you were talking at cross purposes?
- 7 Is there anything you can't make head or tail of?



# Exercise 1

Use these words in the following presentation excerpts.

A	after that <del>bring you up to date</del> thank	finally illustrate concluding	to start with <del>purpose</del> sum up	<del>specifically</del> <del>tell you</del> describe	outline then
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B	indicated draw your attention priority	talked pointed out referring	you will notice interrupt in conclusion	recommend expand on balance	move on options
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A 'Good afternoon, everybody. I'd like to thank you all for being here.'

'My topic today is to tell you about our corporate strategy for the next decade, and, more specifically to bring you up to date with our plans for Europe.'

'To start with I'd like to illustrate briefly our current marketing policy in the UK. After that I'll outline some of the problems we're having over market share. Then I'll illustrate the opportunities we see for further progress in the 21st century. Then I'll quickly sum up before concluding with some recommendations.

B 'Please feel free to interrupt me if you have any questions at any time.'

'Now I'd like to draw your attention to Chart B showing our sales revenue and profits over the last ten years. You will notice that although turnover has risen, our profits have not increased at the same rate.'

'I've talked about our current position in the UK and I've indicated some of the problems we are facing. Well, what options are open to us now? Where do we go from here?'



'As I have already pointed out I think our first priority must be to build on the excellent results we have achieved in certain European markets. I'm referring of course, to Italy and Spain. Let me quickly expand on those successes before we move on'

'We should not forget the French market. I admit that our results there have been poor so far, but there are signs the market is changing and we can learn a lot from our mistakes. On balance though, I think we are going to win most from concentrating on southern Europe and I strongly recommend we put all our efforts into further expansion in Italy, Spain and Greece.'

'In conclusion may I thank you all for being such an attentive and responsive audience. Thank you also for your interesting questions. Are there any final questions?'

### Glossary

to outline: summarise

on balance: all in all

corporate strategy: the company's way of making profits

a decade: a period of ten years

our current market policy: the way we try to win a part of the market now

recommendations: advice

revenue: income

- 25 He invited her to diner and took some photo's.
- 26 The text goes about IT experts working from home using the Internet.
- 27 In this film are a lot of remarkable things.
- 28 She isn't forgotten him after all these years.
- 29 Fortunate, he gets there in time and catches the killer.
- 30 My grandfather didn't used to watch the television on Sunday afternoons.
- 31 The first article <sup>is</sup> handles about the benefits of working from home.
- 32 If you don't understand a word, please <sup>make</sup> do an effort and look it up.
- 33 Auntie wasn't used to cook for eight people.
- 34 It's six years since their eldest son <sup>was</sup> has been born.
- 35 I'm not finished yet. Can I have a few more minutes, please? ✓
- 36 We can take a picnic but what will we <sup>have</sup> <sup>do</sup> be doing if it starts to rain?
- 37 Lunch is normally being served in the dining room but today it is served in the shop.
- 38 He arrived late because he had <sup>forgot the</sup> forgot what time the train <sup>would</sup> will be leaving.
- 39 The keys <sup>were lying</sup> layed on the desk when I came in this morning.
- 40 Have you <sup>rewound</sup> rewinded the tape?
- 41 The storm ~~wake/awoke/awakened~~ woke her in the middle of the night.
- 42 As he had never <sup>flown on</sup> flied in a plane before, he held on tightly to my arm.
- 43 He <sup>put</sup> lied all the brochures on the counter.
- 44 The problems <sup>arised</sup> arised because the firm <sup>had chosen</sup> choose the wrong software.
- 45 He wept when he saw that his new shirt had shrunk in the wash. ✓
- 46 We foresaw that the essay would have to be <sup>rewritten</sup> rewritten.
- 47 Napoleon rode a white horse as he led his troops <sup>into</sup> in battle.
- 48 She <sup>swore</sup> swear when someone trod on her bad foot.
- 49 I'm sure it <sup>won't</sup> doesn't rain tomorrow.

50 I'll have a drink while I'm going to wait for her plane to arrive.

51 I'll be glad when it <sup>is</sup> will be time to go home.

52 I know you'll be angry when I ~~will~~ tell you you've got to rewrite the letter.

53 Although I was looking forward to <sup>meeting</sup> meet her, I was afraid to make a bad impression.

54 I ~~have~~ started working here when I left school.

55 He used to <sup>work</sup> working in Glasgow, but then he moved to Edinburgh.