

UNIT 1. MAKING CONTACTS

Lesson 1 Introducing yourself/ introducing others

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Lesson 3. Talking about your job/ Talking about your company

Culture file: Business ethics

Lesson 1 Introducing yourself/ introducing others

1.1 Introducing yourself

The first contact with new people in formal situation is important no matter who the person you meet is: colleague(s), bosses, potential partners or clients; usually the first impression is based on this. It is advisable that one should be aware of the importance of properly oneself in business situations. At formal encounters you usually address someone else with Mr/Mrs/Ms, but when you introduce yourself you usually leave out the titles.

In formal situations full names are used: first name, surname (e.g. Mary Stevens). Depending on the situation you can add relevant information.

Here are some expressions that you can use when introducing yourself to people you have not met before:

I don't believe we have met before, I'm (or: my name is.....)from ...

I just wanted to introduce myself, I'm(or: my name is.....I work for ...

I am Peter James. How do you do?

Excuse me, are you Mr. Davis ? ...How do you do? I am

May I introduce myself? My name isI am in charge of..

Hello, my name isI've got an appointment with.....

Would you mind if I have a look at your programme? By the way my name is

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After meeting someone else you can say:

Nice to meet you.

It's very nice to meet you.

It's a pleasure to meet you.

Pleased to meet you.

How do you do?

Practice 1. Use the expression above to introduce yourself in the following situations:

- Situation 1. to a foreign visitor in your department
- Situation 2. another participant at a conference.
- Situation 3. to Mr. James, the production Manager
- Situation 4. the person sitting next to you at a conference

1. 2. Introducing others

When introducing people it is advisable to give besides their full names also relevant information, function to the situation, e.g. nationality, name of the company or department, position in the company, etc.

Here are some expressions that you can use when introducing your colleagues to people they have not met before (you always introduce your colleagues to your visitor, not the other way):

I'd like you to meet my colleague, Mr...

I'd like to introduce to you...

Let me introduce my colleague....to you.

Mr.....I'd like you to meet my colleague...

Mrplease meet

Mr.....have you met Mr, my colleague?

Can I introduce Nicholas Bell, he's from the Nokia company.

Practice 2. James Robinson has recently joined your company. How would you introduce him to the following people?

- Your secretary
- Marketing manager
- Supplier of a Japanese company

Lesson 2. Socializing at business meetings/ at work

2.1 Socializing at business meetings

Most people attend a conference/ have business meetings at some point in their careers and this is an opportunity to meet new people. What people say and do when they first meet someone at work is extremely important. There are various ways in which people greet each other when they meet for the first time in business situations, such as: shake hands, bow, exchange business cards, use first names or surnames, etc.

It is generally agreed that those opening words cast a first and lasting impression. More than this, nothing tanks a first impression faster than negativity. *"Words, poorly and unconsciously chosen, can indeed hurt not only first impressions, but also your credibility, relationships, and opportunities for career advancement"* (Price, 2014)¹. Unawareness of proper social and business etiquette leads to bringing up traditional taboo topics.

Sometimes the first minutes of a conversation with people you have not met before are rather difficult. Usually people start by asking questions. However attention has to be paid to the type of questions asked and also to be aware of the things shared during these first meetings.

A general rule of etiquette is that there are certain topics that should be avoided at the first meeting. Here is a list of 10 things you should never say or talk about when you first meet someone in a professional setting:

1. anything negative:
2. anything about money:
3. anything political
4. anything about religion
5. anything about your sexual orientation
6. anything too personal
7. anything about their physical appearance
8. anything about your health or hardships:
9. anything about your expectations

¹ Price, D. 2014, Well Said! Presentations and Conversations That Get Results,
<http://www.businessinsider.com/avoid-these-topics-when-meeting-someone-new-2014-9>

10. anything that will make you seem self-centered

(adapted from 10 Things Professionals Should Never Say When They First Meet Someone, Jacquelyn Smith)

Practice 1. When people meet in a business situation in Romania how do they greet each other?

Exercise 1. Identify in the table below the topics that are not safe to use when you meet some business people for the first time

Holiday plans	Weather
My job stinks	Are you pregnant?
Do you believe in God?	Have you lost weight?
I am a liberal	You look better than in the company photo
What is your country's most important public holiday?	I hate my company.
Your hobbies	Politics
Food	Marital status family
Are you religious?	What do you get paid?
My boss is a jerk.	Religion
I am getting a divorce.	Your company promotion policy
Sport	Health problems
How much money do you make?	When do you have public holidays in your country?
Money and personal finance	The opposite sex
Weather	Local attractions
Art	music

2.2 Socializing at work

Being aware that much too often organisations are in the need of downsizing their work force employees should be aware of the things they share with their coworkers. These are some taboo topics that should not be discussed at your work place:

1. You are interviewing for another job
2. Your political views, including the candidate you're voting for in the next election
3. Your religious views and opinions about other religions
4. Your negative feelings about your boss, co-workers, clients and company
5. The size of your paycheck and the paychecks of others -
6. Your goal of moving into the corner office that's currently occupied
7. Your personal drama with a spouse, girl/boyfriend, or children
8. Your previous or current medical issues

*(adapted from Top 10 taboo topics you should never share at work
http://www.cleveland.com/business/index.ssf/2015/02/top_10_taboo_topics_you_should.html ²)*

Practice 1. Write 10 questions that you can ask your colleagues at work and which are not taboo.

² Top 10 taboo topics you should never share at work
http://www.cleveland.com/business/index.ssf/2015/02/top_10_taboo_topics_you_should.html

Lesson 3 Talking about your job/ your company

Exercise 3.1. Answer the following questions about yourself. Use the vocabulary in the **word bank** to speak about your job and your responsibilities.

What sort of company do you work for?

What is your job? / What do you do?

How long have you been in your present job?

What does your job involve?

What are your job responsibilities?

Can you tell me more about your position?

Does your job involve travelling?

What is your schedule?

How many hours a week do you work?

Do you work late or at the weekend?

How much holiday do you get?

Do you enjoy your work?

What do you enjoy most about your work?

What do you do in your spare time?

Exercise 3.2. How often do you do the following activities? Use the adverbs of frequency to speak about your work activities.

<i>always</i>	<i>seldom</i>	<i>once a week</i>
<i>usually</i>	<i>twice a year</i>	<i>twice a week</i>
<i>Sometimes</i>	<i>once a month</i>	<i>three times a month</i>
<i>often</i>	<i>not often</i>	<i>an hour a day</i>
<i>everyday</i>	<i>hardly ever</i>	<i>more than two hours</i>
<i>every week</i>	<i>never</i>	<i>less than</i>

attend meetings/ go to meetings

phone the sales manager

do market research

do lab tests

repair things

type letters

deliver materials

check emails

visit the company branches

help customers

use a computer

operate office equipment

make copies

inspect goods

Word bank

<i>types of activities</i>	<i>types of jobs</i>
<p>attend meetings/ go to meetings check emails phone the sales manager... visit the company branches do market research help customers do lab tests use a computer repair things operate office equipment type letters make copies deliver materials dispatch goods inspect goods manufacture goods design/develop a strategy opportunity set/ achieve an objective allocate funds provide resources</p>	<p>freelance worker part time work full time work a temporary work permanent job teleworking to have a flexible/ non flexible schedule to be a job slave contract work shift work skilled work</p>

<i>work vocabulary</i>	<i>work ethics</i>
<p>time consuming activity salary promotion opportunities working conditions punctual be on time be nice to people leadership project solution problem resources plan equipment job advertisement resources customers</p>	<p>revealing company secrets inappropriate dress inappropriate conduct dishonesty disrespect to superior meeting objectives achieving results team player respectful considerate polite business etiquette company identity</p>

Exercise 3.3. Time management. Use the adverbs of frequency in Exercise 2 and answer the following questions:

1. How long do you spend:

- talking to people
- on the phone
- working on your own
- in front of the computer
- surfing the internet

2. How often do you:

- work overtime
- use English at work
- travel abroad on business
- meet new people at work
- deal with customer complaints
- work at the week ends

Exercise 3.4. Advantages and disadvantages at the place of work.

Think of the advantages and disadvantages of your job. t. Read the work factors bellow your job and evaluate it [0 (the lowest) to 5 (the highest)].

challenging work	
pleasant working environment	
salary	
Benefits/ incentives	
level of stress	
job security	
job satisfaction	
relationship with colleagues	
flexible time/ work schedule	
opportunity for promotion	
foreign travel	
regular staff bonuses	
good pension	
prestigious company	
friendly colleagues	
Meal tickets	
Team building activities	

Practice 1. Name the first 5 factors which are important for you in your current job.

Practice 2. Tell your work history

Write a paragraph about your work history. You can use the following suggestions:

*I work at.....I started to work there in I am (position)
.....My previous job was.....I worked there for I am responsible
for I am in charge of*

Practice 3. Work routine

Describe your work routine. How is it different from other people's jobs? (150 words)

3.5. Talking about your company

Reading comprehension

Read about the Microsoft Company then answer the following questions:

1. Where is the headquarters?
2. What types of activities does the company support?
3. Who founded the company?
4. When was the company founded?
5. Who was the first president of the company?
6. What is the main activity of the company?
7. What decision taken by Bill Gates is considered to be the "deal of the century"?
8. Name 3 Microsoft major breakthroughs.

MICROSOFT – BRIEF HISTORY

Who is Microsoft?

Microsoft is an American corporation headquartered in Redmond, Washington, USA. Microsoft supports the invention of, manufactures, and licenses goods and services related to computing.

Who Started Microsoft?

Childhood friends, Paul Allen and Bill Gates are the co-founders of Microsoft. The pair were total computer geeks in an age when any access to computers was hard to come by. In 1973, Bill Gates left Seattle to attend Harvard University as a pre-law student. .

The Birth of Microsoft

In January 1975, Paul Allen read an article about the Altair 8800 microcomputer in Popular Electronics magazine. He showed the article to Bill.

Bill Gates called MITS, the makers of the Altair, and offered his and Paul Allen's services to write a version of the new BASIC programming language for the Altair.

In eight weeks, Allen and Gates were able to demonstrate their program to MITS, who agreed to distribute and market the product under the name of Altair BASIC. The Altair deal inspired Gates and Allen to form their own software company, and Microsoft was started on April 4, 1975, with Bill Gates as the first CEO.

Where Did The Name Microsoft Come From?

On July 29, 1975, Bill Gates used the name "Micro-soft" in a letter to Paul Allen to refer to their partnership. The name was registered with the secretary of state of New Mexico on November 26, 1976.

In August 1977, the company opened their first international office in Japan, called ASCII Microsoft.

In 1981, the company incorporated in the state of Washington and became Microsoft Inc. Bill Gates was the President of the Company and the Chairman of the Board, and Paul Allen was the Executive VP.

History of Microsoft Products

The majority of Microsoft's products are related to computing and the internet.

Microsoft's Operating Systems

Microsoft's first operating system product that was publicly released was a version of Unix called Xenix, released in 1980.

Xenix was later used as the basis for Microsoft's first word processor, called Multi-Tool Word (a predecessor to Microsoft Word).

Microsoft's first wildly successful operating system was MS-DOS or Microsoft Disk Operating System, which Microsoft wrote for IBM in 1981, based on Tim Paterson's QDOS.

In the deal of the century, Bill Gates only licensed MS-DOS to IBM, by retaining the rights to the software, Bill Gates made a fortune for Microsoft and Microsoft had become a major software vendor.

Microsoft Mouse

Microsoft Mouse was released on May 2, 1983.

Windows

In 1983, Microsoft's crowning achievement was released, *Microsoft Windows* was an operating system with a novel graphical user interface and a multitasking environment for IBM computers.

In 1986, the company went public, and Bill Gates became a 31-year old billionaire.

Microsoft Office

In 1989, Microsoft Office was released.

Internet Explorer

In August 1995, Microsoft released Windows 95, which includes technologies for connecting to the Internet

Xbox

In 2001, Microsoft introduced their first gaming unit, the Xbox system, the first home gaming console on the market.

In 2005, Microsoft released their Xbox 360 gaming console which was a success and is still available on the market.

Adapted from <http://inventors.about.com/od/CorporateProfiles/p/Microsoft-History.htm>³

Practice 2. Talking about your company. Write the profile of your company by answering the questions in exercise 3.5. (150 words)

³ <http://inventors.about.com/od/CorporateProfiles/p/Microsoft-History.htm>

Culture file -Business ethics

Multiculturalism in the work force is increasing and more and more people work for different international companies. But not all of them are aware that there might be different ethical standards [...] that they have to comply with [...] which might be different from the one they are used to.

In the world of business, the phrase 'business ethics' is generally used to describe the actions of individuals within an organization, as well as the organization as a whole. Most of the experts agree that business ethics consists of written and unwritten codes of principles and values that govern decisions and actions within a company.

Business ethics, also known as corporate ethics, is considered to be the application of ethical values to business behaviour and is applied to any aspects of business conduct.

It is about how a company does its business, about how it behaves intrinsically. If we have a look at the sites of different companies, we can easily notice that more and more companies are formulating their own ethical and social responsibility policies. [...] . The general rule is that they work only with partners that follow workplace standards and business practices and are consistent with the company values. (adapted from Constantin, 2010)⁴

Practice 1. Write a paragraph about your company ethics.

ⁱ <http://www.englishforbusinesscommunication.com/how-to-formally-introduce-yourself-in-business-meetings/>

⁴ Constantin, E.C, 2010, Ethics and Individual Behaviour, Politehnica University of Timisoara , Professional Communication and Translation Studies, 3 (1-2) / 2010