



Conveying Your Ideas

Business > Advanced 7



Exercise 1 – Reading

Read the dialogue aloud with your tutor and check your understanding.

James was called to a meeting with some investors in order to convey his ideas regarding the new project they were invited to fund.

Mr. Smith: I have called James who works in our Research Department to come over and convey his thoughts regarding this project.

James: Hello everyone. I would like to begin by saying that I believe this is a great investment opportunity. This is a project that, if funded, has the potential to revolutionize much of the technology we use today. It is becoming clear that nanotechnology is the way of the future. It can be applied in virtually every field of our lives, from medicine, to travel, to entertainment. Let me offer just one example. Imagine this: you are in your car and a pebble hits your windshield, causing a big crack. At the press of a button or even automatically, hundreds of tiny robots would get to work and could quickly repair your windshield to make it as good as new. Furthermore, while nanotechnology might be a bit expensive today, as soon as it gets to the stage where it is mass produced, it will become more affordable. And there is no doubt that it will soon become a necessity.



Ms. Johnson: We understand what you're saying, but we would like some projections regarding the financial gain.

James: Regarding the financial gain, you can rest assured that this project will be profitable. In addition, you can always take the necessary action to ensure profitability. For example, you could make the lifespan of the nanobots shorter, so that they would need to be refilled with fuel. Customers would have to pay for the refill, which would assure that you would make a consistent profit.

Mr. Holt: That seems like a sound plan. We will discuss this amongst ourselves now and try to make a decision. Thank you for your time and for the detailed explanation.

James: I am glad I could help. Thank you, as well.



Check your understanding:

1. What fields did James say nanotechnology could be used in?
2. What were the investors more interested in?
3. According to James, how could nanobots provide a consistent profit?



Exercise 2 – Learning

Useful Expressions

- I'd like to begin by...
- I believe/think...
- Furthermore/Moreover/In addition/On top of that...
- For example/For instance...
- Let me offer an example.
- Thus/Therefore...
- What I mean is...
- There is no doubt that...
- It's obvious/clear that...
- Regarding/concerning...
- When it comes to...



Exercise 3 – Role Play

Take turns with your tutor and act out the scene described below.

Scene: You are in a meeting and you are discussing whether you should be investing in the social media marketing or not. Your manager asks you to convey your thoughts on the topic. The teacher can be the manager.



Exercise 4 – Discussion

Discuss the following questions with your tutor.

1. What do you think is most important when trying to convey your ideas to someone?
2. Are you good at persuading people that you are right? Why or why not?
3. Are you generally open to listening to the opinion of others? Do you change your opinion easily?