

Meeting Face to Face...Without Spending on Gas

Notes ANSWERS

Business Culture: Positions within a Company

What do these abbreviations stand for and what role do they have in a company?

CEO	CFO	CIO	CTO	CSO	CCO
Chief Executive Officer		Chief Information Officer		Chief Security Officer	
	Chief Financial Officer		Chief Technology Officer		Chief Compliance Officer

CEO is often but not always also the President of a company, the Chairman of the Board and board members.

CCO is responsible for ensuring that a company and its employees are in compliance with government regulations and internal policies.

CSO is responsible for the security of a company's communications and business systems.

CFO is sometimes also the company Treasurer and, in many companies, is seen as the second most important person in the company. This person is the corporate official in charge of a company's finances.

CTO is likely to be seen as the second or third most important person in any technology company. This person is responsible for research and development and possibly for new product plans.

CIO is responsible for a company's internal information systems, and, especially with the arrival of the Internet, sometimes in charge of the company's e-business infrastructure.

Grammar: allow/permit/enable

New developments in computing are often designed to improve an existing system or to make something easier. These verbs are often used to describe such developments:

- allow** The basic version which allows you to participate at a time for free.
- enable** The X Window System enables Unix-based computers to have a graphical look.
- help** Voice recognition software helps disabled users (to) access computers.
- let** A GUI lets you point to icons and click a mouse button to execute a task.
- permit** A GUI permits you to use a computer without knowing any operating commands.

- allow, enable and permit** are used with this structure: **verb + object + TO + V(inf.)**

Verbs that follow the same structure:

advise	allow	cause	convince	enable
encourage	force	get (cause to)	hire	invite
order	permit	remind	require	tell
urge	warn			

*The verbs in **bold** can also take the gerund (Ving):

*Ireland doesn't **allow** people **to** smoke in bars.*
*Ireland doesn't **allow** **smoking** in bars.*

- let** is used with this structure:
- help** can be used with or without TO

verb + object + V(inf.)

verb + object + (TO) + V(inf.)

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Grammar: number-noun + noun

When we use **noun + noun** the first noun is like an adjective. It is normally singular but the meaning is often plural. For example, a **bookshop** is a shop where you can buy **books**, an **apple tree** is a tree that has **apples**.

In the same way we say:

a three-hour journey	(= a journey that takes three hours)
a ten-pound note	(= a bank note that is worth ten pounds)
a six-month placement	(= a placement that lasts six months)
a 14-year-old girl	(= a girl who is 14 years old)

***Do not put an 's' on the noun which is being used as an adjective!**

So we can say either:

Or:

It was a **three-hour** journey.

The journey took **three hours**.

Grammar: used to

used to do

- past habit - for something that happened regularly in the past but no longer happens:
I used to smoke a packet of fags a day but I stopped two years ago.
- for something that was true but no longer is:
There used to be a cinema in the town but now there isn't.

to be used to doing

- to say that something is normal, not unusual:
Hans has lived in England for over a year so he is used to driving on the left now.

to get used to doing

- to talk about the process of something becoming normal for us:
I didn't understand the accent when I first moved here but I quickly got used to it.

to be used to/for

- passive form of the verb 'use' (utilize):
This feature can be used to delete any mistakes that you may have made.

would/used to

- When we talk about repeated events in the past that don't happen now we can use either **would** or **used to** + infinitive. However, we can use **would** only if the time reference is clear. Compare:
*We **used to** play in the garden. (not ~~We would play...~~; time reference not given)*
*Whenever we went to my uncle's house, we **would/used to** play in the garden.*
- We can use **used to** but not **would** when we talk about past states that have changed:
*The factory **used to** be over there.*
***Didn't** you **use to** smoke at university?*
- We don't use either **used to** or **would** when we say exactly how many times in total something happened, how long something took, or that a single event happened at a given past time:
We visited Switzerland four times during the 1970s. (not ~~We would/used to visit...~~)
She went to Jamaica last month. (not ~~She would/used to go to Jamaica last month.~~)
- Used to** is more common in informal English.
- We can use **used to** but not **would** to talk about permanent past states. Notice how we normally make questions and negatives with **use to** in spoken English:
***Did** your children **use to** sleep well when they were babies?*
***I didn't use to** like visiting the dentist when I was young.*
- Many people avoid using **used to** in questions and negatives without **do** ('*Used you to...?*', '*I usedn't to...*') and in question tags (... , *usedn't you?*) because it sounds very formal and old-fashioned.

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Vocabulary: body-to-part part idioms

A Which idiomatic expressions mean the following? They all follow the same pattern; body part-to-body part, e.g. *face-to-face*. The first one has been done for you.

- | | | |
|------------------------|--------------------------|--------------------------------|
| a. back-to-back | e. head-to-head | i. nose-to-nose |
| b. eye-to-eye | f. heart-to-heart | j. shoulder-to-shoulder |
| c. face-to-face | g. mouth-to-mouth | k. toe-to-toe |
| d. hand-to-hand | h. neck-to-neck | |

c. face-to-face	<ul style="list-style-type: none"> to be in the presence of another; facing in person; directly
e. head-to-head	<ul style="list-style-type: none"> in direct confrontation or conflict at close quarters arranged in a line with the heads adjacent to each other running close together in the same direction
i. nose-to-nose	<ul style="list-style-type: none"> to be in a close race
j. shoulder-to-shoulder	<ul style="list-style-type: none"> to be close together and next to each other to give someone or a group of people complete support during a difficult time
a. back-to-back	<ul style="list-style-type: none"> to be close together and facing in opposite directions. happening one after another, without interruption
d. hand-to-hand	<ul style="list-style-type: none"> to be very near or touching while fighting
g. mouth-to-mouth	<ul style="list-style-type: none"> artificial respiration
e. eye-to-eye	<ul style="list-style-type: none"> to agree // to disagree or have different opinions about something
h. neck-to-neck	<ul style="list-style-type: none"> to be very close
k. toe-to-toe	<ul style="list-style-type: none"> in close and direct confrontation, competition
f. heart-to-heart	<ul style="list-style-type: none"> intimate and candid Informal an intimate conversation