

TRIPPLING 1

TASK 1

Say the following. Stress the words in bold type, especially the last word.

1. The new system is **FAST**.
2. The new system is **efficient** and **FAST**.
3. The new system is **foolproof**, **efficient** and **FAST**.
4. The new system is **economical**, **foolproof**, **efficient** and **FAST**.

Notice that examples 1 - 3 take about the same time to say. But example 4 is almost impossible to say at normal speed. Three points are usually the most you can comfortably make. Usually you arrange the points so the one you think is most important comes last. Whenever you make important points, remember the 'rule of threes'.

TASK 2

Match up the statements below:

1. company	a. new, well designed and competitively priced.
2. project	b. local, expanding and undersupplied.
3. market	c. thoroughly researched, properly funded and well-run.
4. product	d. experienced, highly motivated and well-qualified.
5. manager	e. small, flexible and customer-oriented.

TASK 3

Match up these statements:

1. boost sales	a. new plant, proper training and realistic targets.
2. increase productivity	b. better pay, better conditions and shorter hours.
3. raise morale	c. determination, imagination and guts.
4. be an entrepreneur	d. blood, sweat and tears!
5. build a successful company	e. better service, bigger discounts and lower prices.

Present the points several times, paying particular attention to stress and rhythm.

TRIPPLING 2

TASK 1

Apply the same technique to the following. Say them first. Then write them down. The first one has been done for you as an example.

1. What / solution? Simple. Cut expenses / staffing levels / salaries.
What's the solution? Simple. Cut expenses, cut staffing levels, cut salaries.
2. What / answer? Simple. Work harder, / faster, / smarter.
..What's the answer? Simple. Work harder, work faster and work smarter.
3. Where / best opportunities? It's obvious. In Germany / Japan / Brazil.
..Where are the best opportunities? It's obvious. In Germany, Japan and Brazil.
4. Can we improve performance? Yes. In terms / output / turnover / profit margin.
..Can we improve performance? Yes. In terms of output, turnover and profit margin.
5. What would cuts mean / this stage? Disaster! No new plant / new product / new ideas!
..What would cuts mean at this stage? Disaster! No new plant, no new product and new ideas.
6. Change / system and what / you get? Problems. / Problems / workers / distributors / customers.
..... Change the system and what did you get? Problems. Problems with workers, problems with workers and problems with customers.

TASK 2

Now try these:

1. How can we beat the Koreans? I'll tell you. On reliability / quality / price. That's how.
2. Does comparative advertising / results? Of course it does. Ask IBM / Apple / Pepsi / They'll tell you.
3. Can market leadership / achieved / computers? Sure it can. Look / Tom Watson / John Sculley / Bill Gates / They did it.
4. How / we doing? Better than ever. The customers like us / the shareholders / the banks / !
Need I say more?

Present the points above several times, paying particular attention to stress and rhythm. Now try putting the word *and* before the third point in each example. This gives the third point more impact.

PRESENTATION

Use the space below to prepare a mini-presentation of your own, using the tripling pattern. Present three topics relevant to your work, company or interests. First, introduce each topic and then make your point. Repeat this activity until you are happy with the way you sound.

FIRST TOPIC:	FIRST TOPIC:
Rhetorical Question:	Rhetorical Question: Have you ever wondered about the importance of cybersecurity?
Short Response:	Short Response: Cybersecurity is crucial in today's digital age to protect sensitive data and maintain trust in online systems.
Three-Part Answer:	Three-Part Answer:
Short Response:	Threat landscape: The internet is rife with cyber threats such as malware, phishing, and ransomware, posing risks to individuals, businesses, and governments.
Three-Part Answer:	Defense mechanisms: Implementing robust cybersecurity measures, including firewalls, encryption, and multi-factor authentication, helps mitigate these risks and safeguard against cyberattacks.
(and)	Importance of awareness: Educating users about cybersecurity best practices, such as creating strong passwords and being cautious of suspicious emails, plays a vital role in strengthening overall cyber defenses.
SECOND TOPIC:	SECOND TOPIC:
Rhetorical Question:	Rhetorical Question: How does artificial intelligence impact modern industries?
Short Response:	Short Response: Artificial intelligence revolutionizes various sectors, enhancing efficiency, innovation, and decision-making processes.
Three-Part Answer:	Three-Part Answer:
Short Response:	Automation: AI-powered automation streamlines repetitive tasks, increasing productivity and allowing human workers to focus on more complex and creative endeavors.
Three-Part Answer:	Predictive analytics: AI algorithms analyze vast datasets to identify patterns and trends, enabling businesses to make data-driven decisions and anticipate future outcomes.
(and)	Personalization: AI-driven personalization tailors products, services, and content to individual preferences, improving customer satisfaction and driving business growth.
THIRD TOPIC:	THIRD TOPIC:
Rhetorical Question:	Rhetorical Question: What role does sustainability play in business operations?
Short Response:	Short Response: Sustainability is increasingly recognized as a fundamental aspect of responsible business practices, benefiting the environment, society, and long-term profitability.
Three-Part Answer:	Three-Part Answer:
Short Response:	Environmental stewardship: Adopting sustainable practices, such as reducing carbon emissions, minimizing waste, and conserving resources, helps mitigate climate change and preserve natural ecosystems.
Three-Part Answer:	Social responsibility: Embracing ethical labor practices, promoting diversity and inclusion, and supporting local communities contribute to a positive social impact and enhance brand reputation.
(and)	Economic viability: Investing in sustainability initiatives, such as renewable energy and eco-friendly technologies, not only reduces costs and improves operational efficiency but also fosters innovation and resilience in the face of evolving market demands.

If possible, copy this completed page onto an overhead transparency and present the points from the screen. Looking up at the screen, instead of down at a piece of paper, will help you to present more clearly.

TASK 1

Study the following well-known quotations and try to say them so that they have an impact. Mark the pauses with a slash (/) and highlight the words you want to stress. Then listen to your cassette and check.

1. "Never in the field of human conflict was so much owed by so many to so few."
Winston Churchill
2. "You can fool all the people some of the time and some of the people all the time,
but you cannot fool all the people all the time."
Abraham Lincoln
3. "What is a committee? A group of the unwilling, picked from the unfit to do the
unnecessary."
Richard Harkness
4. "People can be divided into three groups: those who make things happen, those
who watch things happen and those who ask 'What happened?'"
John Newbern
5. "This is not the end. It is not even the beginning of the end. But it is, perhaps, the
end of the beginning."
Winston Churchill
6. "Coming together is a beginning; keeping together is progress; working together is
success."
Henry Ford
7. "Organizations don't have new ideas. Teams don't have new ideas. Individuals
have new ideas. That's why you come first."
John Adair
8. "There are three types of lies: lies, damned lies and statistics."
Benjamin Disraeli
9. "The other man's word is an opinion; yours is the truth; and your boss's is law."
Anonymous

"Never / in the field of human / conflict / was so much / owed by so many / to so few." - Winston Churchill

"You / can fool all the people / some of the time / and some of the people / all the time / but you / cannot fool all the people / all the time." - Abraham Lincoln

"What is / a committee? / A group of the unwilling, / picked from the unfit / to do the unnecessary." - Richard Harkness

"People / can be divided into three groups: / those who make things happen, / those who watch things happen / and those who ask 'What happened?'" - John Newbern

"This is not / the end. / It is not even / the beginning of the end. / But it is, perhaps, / the end of the beginning." - Winston Churchill

"Coming together / is a beginning; / keeping together / is progress; / working together / is success." - Henry Ford

"Organizations don't have new ideas. / Teams don't have new ideas. / Individuals / have new ideas. / That's why / you come first." - John Adair

"There are three types / of lies: / lies, / damned lies / and statistics." - Benjamin Disraeli

"The other man's word / is an opinion; / yours / is the truth; / and your boss's / is law." - Anonymous

"Most presentations / have three basic stages: / tell them what you're going to tell them; / tell them; / tell them what you told them." - Anonymous

"The old / believe everything; / the middle-aged / suspect everything; / the young / know everything." - Oscar Wilde

10. "Most presentations have three basic stages: tell them what you're going to tell them; tell them; tell them what you told them." Anonymous
11. "The old believe everything; the middle-aged suspect everything; the young know everything." Oscar Wilde
12. "All the things I really like to do are either immoral, illegal, or fattening." Alexander Woollcott

Do you know any famous quotations in your own language which are also lists of three?
Make up one of your own.

TASK 2

Now complete the quotations below using the following sets of words:

everyone – fool – computer

today – tomorrow – yesterday

sex – money – power

lead – follow – get

succeed – try – try

nothing – everything – anything

1. COMMITMENT

If at first you don't succeed, try, try again. Then quit – no use being a damn fool about it!

2. MOTIVATION

I'm done with And God knows I've made enough
But, now that's something you never get tired of. sex, money, power

3. INFORMATION TECHNOLOGY

..... makes mistakes. And a keeps making the same mistakes.
But to really foul things up you need a ... everyone, fool, computer

4. FORWARD PLANNING

..... is the you worried about Today, tomorrow, yesterday

5. PROJECT MANAGEMENT

..... is as easy as it looks. takes longer than you think. And if
..... can go wrong, it will. Nothing, everything, anything

6. LEADERSHIP SKILLS

..... or out of the way.
Lead, follow, get