

Perfect Partners

Having someone around to share the good times and the bad can be useful if you want to taste success¹ in many areas of life. A great double act² can be the bedrock³ of success, but finding that person can be a long-drawn-out⁴ saga. In this issue's Business Skills section, Dave Leonard looks at the process of finding the soulmate⁵ of your dreams.

¹ to taste success /teɪst sək'ses/ | posmakować sukcesu

² double act /dʌbl ækt/ | duet

³ bedrock /'bedrɒk/ | podstawa

⁴ long|drawn|out /lɒŋ drəʊn aʊt/ | dłużący się, trwający zbyt długo

⁵ soulmate /'səʊlmeɪt/ | bratnia dusza

**csab**

The Dating⁶ Process

Finding a business partner can be likened⁷ to the way we forge⁸ our romantic relationships⁹. As with our personal lives, having a special connection with a business associate¹⁰ is crucial¹¹ when the ups and downs of¹² running a business take effect¹³. There is no time limit here and it may well transpire¹⁴ that you spend years searching for the right fit¹⁵. But you don't have to trawl around¹⁶ the business 'meet and greets¹⁷' or the spirit-crushing¹⁸ dinner party circuit¹⁹ to find Mr or Mrs Right. Many successful partnerships are forged through previous working relationships²⁰ or even university contacts.

Interview Potential Partners

To arrive at the wisest decision²¹ there should be some kind of interview process. Having narrowed down²² those who you believe are best suited²³ to the role, interview them. Candidates might be good friends or complete strangers²⁴, but unless you speak to them all individually²⁵ you may miss out on²⁶ a golden

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opportunity²⁷. The finalists should have the capacity²⁸ to change as the company grows and respond to²⁹ the changing needs of the business. You might have a pretty good idea of the things you are successful at and perhaps more importantly what your weakest areas are. The person you decide on should be well equipped³⁰ to carry out³¹ the roles you need the most cover³² in. The interview should focus on these elements.

Feeling Friendly?

If you settle on³³ a friend there are a few basics you should ask yourself before the legalities³⁴ are finalised. Firstly, do your perspectives³⁵ on business complement each other³⁶, whilst being objective enough to provide³⁷ diversity³⁸? How do you feel in the company of your friend? Are you easily bored or irritated after a couple of hours in their company? Does your friend

possess³⁹ the necessary skills to carry out the tasks they are there for, or are you usually left to tie up any loose ends⁴⁰? Another slightly⁴¹ mercenary⁴² consideration⁴³ is the financial position of your friend. They may come from a wealthy⁴⁴ background⁴⁵, in which case access to the financial clout⁴⁶ the company needs to be successful might be possible. But remember, while familiarity is all well and good⁴⁷, throwing a business into to the equation⁴⁸ can sometimes lead to things turning sour⁴⁹.

Only Fools Rush in⁵⁰

With the initial⁵¹ burst⁵² of enthusiasm and the honeymoon period⁵³ over, you'll need to rely on⁵⁴ those age-old⁵⁵ relationship cornerstones⁵⁶, such as trust, loyalty and respect. When looking for the perfect partner it is easy to end up⁵⁷ in a whirlwind romance⁵⁸ that eventually

⁶ dating /ˈdeɪtɪŋ/ | chodzenie na randki

⁷ to liken sth to sth /laɪken tə/ | przyrównać coś do czegoś

⁸ to forge /fɔːdʒ/ | nawiązywać (więzy)

⁹ relationship /rɪˈleɪʃnɪp/ | związek, relacja

¹⁰ associate /əˈsəʊʃieɪt/ | współpracownik

¹¹ crucial /ˈkruːʃl/ | niezbędny, nieodzowny

¹² the ups and downs of sth /ðə ʌps ænd daʊnz əv/ | wzniośły i upadki czegoś

¹³ to take effect /teɪk ɪˈfekt/ | wchodzić w życie, wydzierać się

¹⁴ to transpire /trænˈspaɪə(r)/ | okazać się, zdarzyć

¹⁵ the right fit /ðə raɪt fɪt/ | coś odpowiedniego, coś najbardziej pasującego

¹⁶ to trawl around/through /trɔːl əˈraʊnd θruː/ | przeszukiwać, przeglądać (coś w poszukiwaniu czegoś)

¹⁷ meet and greet /miːt ænd griːt/ | uroczyste powitanie, impreza zapoznawcza

¹⁸ spirit-crushing /ˈspɪrɪt ˈkruːʃɪŋ/ | dołujący, deprymujący

¹⁹ circuit /ˈsɜːkɪt/ | trasa objazdowa, tor

²⁰ working relationship /wɜːkɪŋ rɪˈleɪʃnɪp/ | relacje w pracy

²¹ to arrive at a decision /əˈraɪv et ə dɪˈsɪʒn/ | zdecydować, dojść do wniosku

²² to narrow down /ˈnæəru daʊn/ | zawęzić

²³ suited /suːtɪd/ | pasujący

²⁴ complete stranger /kəmˈpliːt ˈstreɪndʒə(r)/ | kompletnie nieznaną osobą

²⁵ individually /ɪndɪˈvɪdʒuəli/ | pojedynczo

²⁶ to miss out on sth /mɪs aʊt ɒn/ | przegapić coś, ominąć coś

²⁷ a golden opportunity /ˈɡəʊldən ɒpəˈtjuːnəti/ | wielka szansa

²⁸ capacity /keˈpæsəti/ | zdolność

²⁹ to respond to sth /rɪˈspond tə/ | reagować na coś

³⁰ well equipped /wel ɪˈkwɪpt/ | doskonale wyposażony, przygotowany na coś

³¹ to carry out /ˈkæri aʊt/ | przeprowadzić, wykonać

³² cover /kʌvə(r)/ | zastępstwo, zajmowanie się (czymś)

³³ to settle on sb /ˈsetl ɒn/ | poprzestać na kimś, wybrać kogoś

³⁴ legalities /liːˈɡælətɪz/ | wymogi prawa

³⁵ perspective /peˈspektɪv/ | punkt widzenia, pogląd

³⁶ to complement each other /ˈkɒmplɪment ɪːtʃ ˈʌðə(r)/ | dopełniać się wzajemnie

³⁷ to provide /prəˈvaɪd/ | zapewnić, dostarczyć

³⁸ diversity /daɪˈvɜːsɪti/ | różnorodność

³⁹ to possess /peˈzes/ | posiadać

⁴⁰ to tie up loose ends /taɪ ʌp luːs endz/ |

naprostować czyjeś błędy, poprawić coś po kimś

⁴¹ slightly /ˈslɑːtli/ | odrobinę

⁴² mercenary /ˈmɜːsənəri/ | wyrachowany, bezwzględny

⁴³ consideration /kənˈsɪdəreɪʃn/ | kwestia, czynnik

⁴⁴ wealthy /ˈwelθi/ | zamożny

⁴⁵ background /ˈbækgraʊnd/ | tło, tu: pochodzenie

⁴⁶ clout /klaʊt/ | wpływy, siła

⁴⁷ it is all well and good... /ɪt ɪz ɔːl wel ænd gud/ | wszystko to ładnie pięknie, ale...

⁴⁸ to throw sth into the equation /θrəʊ ɪntə ðə ɪˈkweɪʒn/ | dołożyć coś do równania

⁴⁹ to turn sour /tɜːn ˈsaʊə(r)/ | popsuć się

⁵⁰ to rush in /rʌʃ ɪn/ | wparować, wlecieć (znieśc)

⁵¹ initial /ɪˈnɪʃl/ | pierwotny, początkowy

⁵² burst /bɜːst/ | przyływ, zryw

⁵³ the honeymoon period /ˈhʌnɪmuːn ˈpiəriəd/ | okres miesiąca miodowego (czas docierania się, czas traktowania ulgowego)

⁵⁴ to rely on /rɪˈlaɪ ɒn/ | polegać na

⁵⁵ age-old /eɪdʒ ɔːld/ | stary jak świat

⁵⁶ cornerstone /ˈkɔːnstəʊn/ | kamień węgielny, podwalina

⁵⁷ to end up /end ʌp/ | skończyć

⁵⁸ whirlwind romance /ˈwɜːlwɪnd rəʊˈmæns/ | szalony romans, chwilowe zaćmienie

peters out⁵⁹ into a husk⁶⁰ of a relationship, yielding⁶¹ little in the way of profit. Don't dive feet first⁶² into commitment⁶³, let the dust settle⁶⁴ after you've made contact and see how things feel in the clear light of day⁶⁵.

Put Pen to Paper⁶⁶

As with prenuptial⁶⁷ agreements⁶⁸ in marriage, it is wise to stipulate⁶⁹ the terms and conditions⁷⁰ of your partnership when you have found the right fit. The details you include in the contract should clearly state⁷¹ what is expected of your partner and the objectives⁷² they will need to achieve to reach the company's goals⁷³. Any benefits⁷⁴ and compensation⁷⁵ should be listed⁷⁶, as well as the terms and conditions under which the partnership can be dissolved⁷⁷.

We and I

When you have found the right person and the wheels are set in motion⁷⁸, there is still much to be done if a partnership is to flourish⁷⁹. A good sign of a mutually⁸⁰ respectful relationship is the use of pronouns⁸¹. You might be guilty of⁸² taking the credit for⁸³ ideas and plans personally, instead of acknowledging⁸⁴ that you have both been responsible for⁸⁵ initiatives. If you or your partner have been substituting⁸⁶ "I" for "we", you might have to reassess⁸⁷ a few fundamentals⁸⁸. ▶

⁵⁹ to peter out /'pi:tə(r) aʊt/ | wygasnąć

⁶⁰ husk /hʌsk/ | (pusta) skorupa

⁶¹ to yield /ji:ld/ | przynieść

⁶² to dive somewhere feet/head first /daɪv fi:t hæd fɜ:st/ | wpakować się w coś na chybcika, bez przygotowania/rozeznania

⁶³ commitment /kə'mɪtmənt/ | zaangażowanie

⁶⁴ let the dust settle... /let ðə dʌst 'setl/ | poczekaj chwilę, aż opadnie kurz

⁶⁵ in the clear light of day /ɪn ðə kliə(r) laɪt əv deɪ/ | w świetle dziennym, na trzeźwo

⁶⁶ to put pen to paper /pʊt pen tə peɪpə(r)/ | mieć coś na piśmie

⁶⁷ prenuptial /pri:nʌpjəl/ | przedślubny (np. umowa)

⁶⁸ agreement /ə'ɡri:mənt/ | umowa, kontrakt

⁶⁹ to stipulate /stɪ'pjuleɪt/ | zastrzec, wyznaczyć (warunki)

⁷⁰ terms and conditions /tɜ:mz ənd kən'dɪʃnz/ | warunki (kontraktu), reguły (postępowania)

⁷¹ to state /steɪt/ | określać, oświadczać

⁷² objective /əb'dʒektɪv/ | cel

⁷³ goal /ɡəʊl/ | cel

⁷⁴ benefits /'benɪfɪts/ | tu: świadczenia społeczne

⁷⁵ compensation /kəm'pen'seɪʃn/ | wynagrodzenie

⁷⁶ listed /lɪstɪd/ | wyszczególniony, opisany

⁷⁷ to dissolve /dɪ'zɒlv/ | rozwiązać (kontrakt)

⁷⁸ to set sth in motion /set ɪn 'məʊʃn/ | wprowadzić coś w ruch, rozpocząć coś na dobre

⁷⁹ to flourish /'flaʊrɪʃ/ | kwitnąć, rozwijać się

⁸⁰ mutually /'mju:tʃuəli/ | wzajemnie

⁸¹ pronoun /'prəʊnəʊn/ | zaimek

⁸² to be guilty of sth /'ɡɪlti əv/ | być czegoś winnym, mieć do czegoś skłonność

⁸³ to take the credit for sth /teɪk ðə 'kredit fə(r)/ | przypisywać sobie zasługi za coś

⁸⁴ to acknowledge /ək'nɒlɪdʒ/ | przyznać, uznać

⁸⁵ responsible for /rɪ'spɒnsəbl fə(r)/ | odpowiedzialny za

⁸⁶ to substitute /səb'stɪtju:t/ | zastąpić

⁸⁷ to reassess /ri:'ses/ | ponownie ocenić

⁸⁸ fundamentals /fʌndə'mentlz/ | podstawy, rzeczy podstawowe



But remember, while familiarity is all well and good, throwing a business into the equation can sometimes lead to things turning sour.



What's Yours Is Mine and What's Mine Is Yours

Sharing the experience of fluctuating⁸⁹ business fortunes⁹⁰ in a light-hearted⁹¹ way is a much underrated⁹² facet⁹³ of a partnership. A gruelling⁹⁴ schedule⁹⁵ comprising of⁹⁶ late-night shifts⁹⁷ spent working on projects can put incred-
ible⁹⁸ pressure on⁹⁹ any relationship. It is therefore essential¹⁰⁰ that you both share a common sense of fun, so as to turn the more stressful situations into a something more light-hearted. Often a hard evening's slog¹⁰¹ can be transformed by one humorous¹⁰² quip¹⁰³ which puts things into perspective¹⁰⁴ for both partners, and eases¹⁰⁵ any growing tension¹⁰⁶. If work becomes a chore¹⁰⁷, the chances are it will surface¹⁰⁸ in the product. You should be able to unwind¹⁰⁹ together and enjoy the victories as well as the low points¹¹⁰.

Trust Your Instincts

You're 100% committed to¹¹¹ your business and that means you're in it for the long haul¹¹². This feeling of total commitment to the cause may at first be reciprocated¹¹³ by a partner, but when the sheen¹¹⁴ has worn off¹¹⁵, they may not be willing to match¹¹⁶ your drive¹¹⁸ and

motivation. If this happens, you should instinctively know it's time to move on¹¹⁹. Relying on your gut instincts¹²⁰ means identifying¹²¹ the feelings of frustration and resentment¹²² that a failing¹²³ partnership brings. These feelings may surface when the other party is not pulling his or her weight¹²⁴. The best option when this happens is to get out, even if friendship is at stake¹²⁵.

⁸⁹ fluctuating /'flʌktʃueɪtɪŋ/ | zmienny

⁹⁰ fortunes /'fɔːtʃuːnz/ | losy, dzieje

⁹¹ light-hearted /laɪt hɑːtɪd/ | radosny, niefrasobliwy

⁹² underrated /ʌnde'reɪtɪd/ | niedoceniany

⁹³ facet /'fæst/ | aspekt, strona (zagadnienia)

⁹⁴ gruelling /'gruːəlɪŋ/ | wyczerpujący

⁹⁵ schedule /'ʃedjuːl/ | plan dnia

⁹⁶ to comprise of /kəm'praɪz əv/ | składać się z

⁹⁷ late/night shift /leɪt naɪt ʃɪft/ | zmiana popołudniowa, praca do nocy

⁹⁸ incredible /ɪn'kredəbl/ | niezwykle

⁹⁹ to put pressure on sth /put 'preʃə(r) ɒn/ | wywierać na coś presję/nacisk

¹⁰⁰ essential /ɪ'senʃl/ | ważny, istotny

¹⁰¹ slog /slog/ | harówka, ciężka praca

¹⁰² humorous /'hjuːməəs/ | humorystyczny

¹⁰³ quip /'kwɪp/ | dowcip, żarcik

¹⁰⁴ to put things into perspective /put θɪŋz 'ɪntə pe'spektɪv/ | pokazać rzeczy we właściwym/ innym świetle, spojrzeć na rzeczy inaczej

¹⁰⁵ to ease /iːz/ | załagodzić

¹⁰⁶ tension /'tenʃn/ | nacisk, tarcie

¹⁰⁷ chore /tʃɔː(r)/ | (uciążliwy) obowiązek

¹⁰⁸ to surface /'sɜːfɪs/ | ujawnić się, wyjść na jaw

¹⁰⁹ to unwind /ʌn'waɪnd/ | relaksować się

¹¹⁰ the low points /ðə laʊ poɪnts/ | doły, upadki

¹¹¹ committed to sth /kə'mɪtɪd tə/ | oddany czemuś

¹¹² to be in sth for the long haul /bi ɪn fə(r) ðə lɒŋ hɔːl/ | być z czymś związanym na dobre (i na złe)

¹¹³ to reciprocate /rɪ'sɪprekeɪt/ | odwzajemniać

¹¹⁴ sheen /ʃiːn/ | blichtr, blask

¹¹⁵ to wear off /wɜː(r) ɒf/ | ustępować, zacierać się

¹¹⁶ willing /'wɪlɪŋ/ | chętny

¹¹⁷ to match sth /mætʃ/ | dopasować (się), dorównać (działać podobnie)

¹¹⁸ drive /draɪv/ | zapal, energia

¹¹⁹ it's time to move on /taɪm tə muːv ɒn/ | czas ruszyć dalej

¹²⁰ gut instincts /gʌt 'ɪnstɪŋkts/ | szósty zmysł, instynkt

¹²¹ to identify /aɪ'dentɪfaɪ/ | określić

¹²² resentment /rɪ'zentmənt/ | uraza

¹²³ failing /feɪlɪŋ/ | słabnący, murszejący

¹²⁴ to pull one's weight /pul weɪt/ | starać się, dawać z siebie wszystko

¹²⁵ at stake /ət steɪk/ | na szali