

Eunice Yeates



# Business Partner

**UNIT 1 > INNOVATION**

<b>Vocabulary</b>	Innovation	p.4
<b>Grammar</b>	Articles: <i>a/an, the</i> , no article	p.5
<b>Listening</b>	A podcast about innovations	p.6
<b>Reading</b>	Pelebox	p.7
<b>Writing</b>	Investment research	p.8
<b>Spoken English</b>	1.2 How are they gonna find out about it?	p.44

**UNIT 2 > LIFE CYCLE**

<b>Vocabulary</b>	Circular economies	p.9
<b>Grammar</b>	Additional passive structures	p.10
<b>Reading</b>	My only objective was to make a living The RealReal Deal	p.11 p.12
<b>Writing</b>	Minutes of a meeting	p.13
<b>Spoken English</b>	2.4 You cannae see the people you're talking to	p.44

**UNIT 3 > FINANCE AND INVESTMENT**

<b>Vocabulary</b>	Finance and investment	p.14
<b>Grammar</b>	Expressing attitudes to the future	p.15
<b>Reading</b>	Sustainable investment and the millennial generation	p.16
<b>Writing</b>	Budget report	p.18
<b>Spoken English</b>	3.2 Mate, you don't use coupons, vouchers?	p.45

**UNIT 4 > DISRUPTORS**

<b>Vocabulary</b>	Disruptors and disruption	p.19
<b>Grammar</b>	Hypothesising	p.20
<b>Listening</b>	Industry disruptors	p.21
<b>Reading</b>	Collaborative transport model aims to disrupt the disruptors	p.22
<b>Writing</b>	Supply chain choices	p.23
<b>Spoken English</b>	4.1 We browse with our browser on the internet	p.45

## UNIT 5 > CUSTOMER ENGAGEMENT books

<b>Vocabulary</b>	Influencing customer behaviour	p.24
<b>Grammar</b>	Participle clauses	p.25
<b>Listening</b>	Customer engagement strategies	p.26
<b>Reading</b>	Unilever credit initiative aims to drive Africa revenues	p.27
<b>Writing</b>	Advertising copy	p.28
<b>Spoken English</b>	5.2 And I think that little extra mile is a great way	p.46

## UNIT 6 > THE BUSINESS OF TOURISM

<b>Vocabulary</b>	Tourism and hospitality	p.29
<b>Grammar</b>	Review of past tenses and discourse markers	p.30
<b>Listening</b>	The issue of sargassum in Mexico	p.31
<b>Reading</b>	A photojournalist's 'paradise'	p.32
<b>Writing</b>	Email to a business partner	p.33
<b>Spoken English</b>	6.4 It really needs a, a huge overhaul, yeah	p.46

## UNIT 7 > MANAGING CONFLICT

<b>Vocabulary</b>	Conflict in the workplace	p.34
<b>Grammar</b>	Hedging and tentative language	p.35
<b>Reading</b>	Victims of workplace bullying are still let down by poor management	p.36
<b>Writing</b>	Report on workplace conflict	p.38
<b>Spoken English</b>	7.1 Or like a big hospitality section or whatnot	p.47

## UNIT 8 > MINDSET

<b>Vocabulary</b>	The growth mindset	p.39
<b>Grammar</b>	Verb patterns	p.40
<b>Reading</b>	Can we learn to be flexible?	p.41
<b>Writing</b>	Self-assessment	p.43
<b>Spoken English</b>	8.1 I've been hiding behind this fella for a long time	p.47

## Vocabulary Innovation

### 1 Complete the sentences with the words in the box.

code gadget high-tech innovator insight prototype researcher unorthodox  
well thought out

- 1 You should always test the product by first creating a model that you can run trials on. Without a \_\_\_\_\_, you could lose a lot of time and money further down the line.
- 2 Leonardo da Vinci created unusual and brilliant designs 500 years ago because he was an excellent \_\_\_\_\_ who had great vision for new ideas.
- 3 Before you develop a new system, you have to know who the end user will be and have a clear \_\_\_\_\_ into their needs.
- 4 A fitness tracker is an example of a useful \_\_\_\_\_ designed to measure your physical activity.
- 5 Truly innovative people don't always work in traditional ways; they often take a(n) \_\_\_\_\_ approach.
- 6 Every aspect of the new system is working perfectly because the design was \_\_\_\_\_.
- 7 He'll choose a particular programming language and then he can start to write \_\_\_\_\_ for the app he's developing.
- 8 Banks and art galleries are known for installing incredibly \_\_\_\_\_ security systems.
- 9 Make sure you hire a \_\_\_\_\_ to find out everything we need to know about the market as well as other, similar systems.

### 2 Choose the correct preposition in italics to complete the phrasal verbs.

#### Chieko Asakawa

Chieko Asakawa is an excellent innovator for the visually impaired. At the age of fourteen, an accident at a swimming pool caused her to lose her eyesight. She was determined to **get** <sup>1</sup>*for / round / up* the problem of not being able to use the internet due to being blind, so she **got** <sup>2</sup>*of / for / into* computer programming. Chieko **came up** <sup>3</sup>*with / out / on* an excellent idea and created the Home Page Reader, the first voice browser to enable sight-impaired people to access the internet. For this invention, she was inducted into the National Inventors Hall of Fame in 2019. You can **read up** <sup>4</sup>*at / of / on* her on their website.

Chieko has also developed NavCog, a voice-based app for smartphones which helps people with visual impairment to find their way around complicated indoor spaces. Attendees at a conference in Las Vegas agreed to **try** <sup>5</sup>*up / out / at* the app, and they loved it! The next idea that she hopes will **catch** <sup>6</sup>*on / in / out* is CaBot, an AI suitcase that will help the visually impaired to get around airports. Chieko admits that the CaBot prototype was too heavy to be practical. As her team **go** <sup>7</sup>*over / about / into* making improvements and **tinkering** <sup>8</sup>*out / in / with* the design, Chieko is busy **dreaming** <sup>9</sup>*at / up / out* more innovations to make life easier for sight-impaired people.

**Grammar Articles: a/an, the, no article****1 Tick the sentences which use articles incorrectly.**


- 1  Sometimes small ideas become great innovations.
- 2  They were given an useful advice about time management.
- 3  It's important to be aware of the potential risks.
- 4  After many meetings, breakthrough was achieved.
- 5  Experts encourage making prototype early on in the process.
- 6  Eventually, we found a solution to the problem.
- 7  An invention can take a time to perfect.
- 8  The best innovators need a lot of the determination.

**2 Complete the sentences with a/an, the or no article (Ø).**


- 1 There was \_\_\_\_\_ great innovator called Haren S. Gandhi.
- 2 Although the training was expensive, \_\_\_\_\_ investment was worth it.
- 3 Next year they are planning to launch the product in \_\_\_\_\_ Asia.
- 4 These days, many companies hire \_\_\_\_\_ Innovation Officer or Director.
- 5 'Which one?' he asked. '\_\_\_\_\_ one we discussed yesterday,' I replied.
- 6 The quality of your work suffers when you waste \_\_\_\_\_ time.
- 7 If you don't plan ahead, you can expect \_\_\_\_\_ worst kind of chaos.
- 8 A science graduate came up with a new idea to streamline the process. \_\_\_\_\_ idea showed great originality and innovation.

**3 Put the words in the correct order to make sentences.**

- 1 interesting / a / similar / There's / about / product / data  
\_\_\_\_\_
- 2 safety / the / nice / is / but / design, / It's / issue / a  
\_\_\_\_\_
- 3 you'll / excellent / You / be / success / so / instincts, / a / have  
\_\_\_\_\_
- 4 went / enough / into / design / imagination / Not / the  
\_\_\_\_\_
- 5 the / will / evidence / work / There's / that / no / system  
\_\_\_\_\_
- 6 across / works for / he / company / has / The / the / globe / branches  
\_\_\_\_\_

**Listening 1**  1.01 Listen to the excerpt from a podcast about innovations and tick the products the podcast will talk about.

- a software for storing technical drawings
- b a system for safely delivering medicine
- c a removable, circular LED bicycle light
- d a device for monitoring temperature
- e software for creating large documents

**2**  1.02 Listen to the whole podcast. Then complete the summary with the words in the box. Two words are not used.

blueprints construction electronic inventor remote remove science solution spread vaccines

This week's episode of the popular podcast, *Innovation Fascination*, introduces us to three great inventions. Guest Priya Singh's choice concerns the use of <sup>1</sup> \_\_\_\_\_ to prevent diseases. In developing countries, it can be difficult to keep them safely refrigerated in <sup>2</sup> \_\_\_\_\_ areas, so a company called NexLeaf has come up with a clever <sup>3</sup> \_\_\_\_\_. Next, Tom Farrell describes a development in the <sup>4</sup> \_\_\_\_\_ industry. The inconvenient system of having to carry very heavy <sup>5</sup> \_\_\_\_\_ onto building sites led Tracy Young to devise an ingenious <sup>6</sup> \_\_\_\_\_ alternative. Finally, host, Sue Simpson, is delighted to tell us about an excellent device from the designer and <sup>7</sup> \_\_\_\_\_, Paul Cocksedge. It enables cyclists to <sup>8</sup> \_\_\_\_\_ the lights from their bicycles for safe-keeping. Listen and enjoy!

**3** Listen again. Decide if the following statements are *true* (T) or *false* (F).

- 1 Vaccines can be safely stored at ten degrees Celsius. \_\_\_\_
- 2 The problem with the old system of monitoring temperature was that the data was recorded manually. \_\_\_\_
- 3 ColdTrace is only powered by battery. \_\_\_\_
- 4 The problem that Tracy Young noticed was a recent development in the industry. \_\_\_\_
- 5 PlanGrid's initial approach with the PDFs didn't work because they didn't have the latest iPads. \_\_\_\_
- 6 PlanGrid is now being widely used in the industry. \_\_\_\_
- 7 Paul Cocksedge was motivated to invent the Double-O because thieves had been stealing his bicycle lights. \_\_\_\_
- 8 The Double-O isn't as powerful as standard bike lights, but more convenient. \_\_\_\_

**4** Which statement (1-3) are the speakers on the podcast most likely to agree with?

- 1 While these innovations are very impressive, they aren't entirely necessary.
- 2 Of the three inventions discussed, PlanGrid is thought to be the most important one.
- 3 The three innovators spotted a process flaw and developed a more efficient system.

## Pelebox

Annually since 2014, the UK's Royal Academy of Engineering hosts the Africa Prize as an incentive to engineers based in sub-Saharan Africa. It celebrates the special contribution that engineers working in different industries can bring to people's lives and to economic development. A shortlist of sixteen innovative ideas is selected, and the Academy gives eight months of invaluable mentoring and business training to these innovators. Then four finalists are selected. The three runners-up are each awarded £10,000, and the winner receives £25,000.

In 2019, the Africa Prize was awarded to Neo Hutiri, a thirty-one-year-old Electrical Engineer from South Africa. His innovation, Pelebox, is designed to bring significant improvements to the healthcare system in his home country.

South Africa is a vast country with a population of more than fifty-six million, over eighty percent of whom rely on public health facilities. Neo Hutiri recognised the great burden on clinics to run efficiently when more than half of their daily workload is given over to dispensing prescriptions. Similarly, he observed the stress on many patients who have to travel long distances to their nearest health facility and then wait several hours for their

medication. The loss of income, the expense and the inconvenience all take their toll on those who are already unwell.

So Hutiri came up with Pelebox to make life easier for both the healthcare system and the people it serves. Also known as smart lockers, these are electronic collection points placed at convenient locations throughout the country, for example, at local shops or bus stations. Pelebox has reduced the time it takes for patients to receive their prescriptions from an average of 3.5 hours to less than one minute.

Medical staff load up the secure lockers with prescription refills, which are logged onto an online system. Patients enrolled in their clinic's collection programme are sent a one-time code, or PIN, by text message. They go to the nearest Pelebox and enter their mobile phone number as well as the supplied PIN, and a cubicle containing their medication automatically opens.

Pelebox is a welcome innovation that offers relief to clinics with staff shortages and to the high volume of patients suffering with chronic illnesses in South Africa.

### 1 Read the article quickly. Choose the correct option in italics to complete the text.

The Africa Prize is awarded every <sup>1</sup>*decade / year* by the Royal Academy of Engineering in the UK. In 2019, it was won by an Electrical Engineer called <sup>2</sup>*Pelebox / Neo Hutiri*. His special innovation is providing an improvement in the <sup>3</sup>*medication / medical service* in South Africa.

### 2 Read the article again. Match 1–6 with a–f to complete the sentences.

- |   |                                  |
|---|----------------------------------|
| 1 Sixteen Africa Prize applicants receive | a where patients live.           |
| 2 The winner in 2019 found a way to       | b medication out of the Pelebox. |
| 3 The South African health service is     | c access the smart lockers.      |
| 4 Pelebox lockers are placed close to     | d training for eight months.     |
| 5 Patients can use their phones to        | e under a lot of strain.         |
| 6 People enter a code to get their        | f help people who need medicine. |

### 3 What are the positive impacts of Pelebox? More than one answer is correct.

- a It provides easier access to medicine for patients with chronic diseases.
- b It improves the healthcare system of South Africa.
- c It inspires innovators around the world to contribute to people's lives.