

Getting Business English learners to speak

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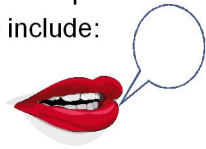
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Why is speaking important for business people?

- Large percentage of business today done in English
- small talk essential in many cultures
- much business done on telephone
- face-to-face situations include:
 - negotiations
 - meetings
 - sales pitches
 - presentations



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What fears and problems arise?

- Fears
 - making mistakes
 - lack of vocabulary
 - being at a disadvantage
 - unsure about register
- Problems
 - pronunciation
 - incorrect or complicated structures
 - meaning does not come across



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What makes spoken communication in business situations special?

- Business communication is:
 - task-related
 - goal-oriented
 - purposeful
 - relationship-building
 - culturally sensitive



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Which interactive functions do our learners need?

- turn-taking
- active listening and responding to others
- exchanging or giving information
- asking for and giving opinions
- agreeing and disagreeing
- speculating and hypothesising
- negotiating
- clarifying and explaining
- reaching consensus

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Which other functions do our learners need?

- presentation skills
- speaking confidently in front of an audience
- getting their message across
- clear pronunciation



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Types of speaking situations

- Interaction
 - with one or more people
 - being able to follow what others say and respond appropriately
 - thinking on your feet
- Presentations
 - pronunciation of more difficult vocabulary
 - correct word and sentence stress
 - being able to get point across
 - answering questions

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Interactive activities

- information exchange / gap
- persuading
- speaking spontaneously
- asking and answering questions



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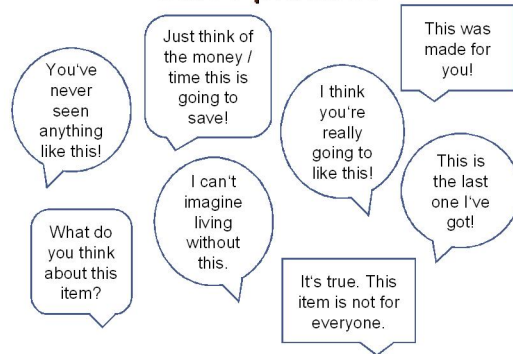
Can you describe this picture?



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Sales phrases



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Build a story

bottom-line credit crunch
bailout head honcho cubicle
ballpark figure bricks and mortar
cut to the chase profit margin
cash cow across the board
loss leader a deal breaker
restructuring organigram
market saturation brand stretching

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Presentation activities

- pronunciation
- word and sentence stress
- staying flexible within topic
- getting away from notes

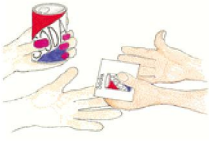


"That's a great question. Come to think of it, I'm not sure what it is I'm trying to sell you."

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Pronunciation



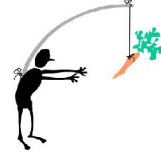
Do you want the can, sir?

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Motivation

- give them a reason to speak
- give them support and help
- provide a safety net
- break down fears and barriers
- make it fun



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A final word

practice
practice
practice

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Thank you for
your attention!

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