

UNIT 8

Planning

OVERVIEW ▼

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- ☐ **Case study**
The voice of business



PARAMOUNT
UNE PRODUCTION OAKHURST
MICHAEL CAINE et NOEL COWARD
dans
L'OR SE BARRE

BENNY HILL - RAF VALLONE - TONY BECKLEY - ROSSANO BRAZZI
et MAGGIE BLYE
Écrit par TROY KENNEDY MARTIN - Musique de QUINCY JONES - Produit par MICHAEL DEELEY
Réalise par PETER COLLINSON
PANAVISION-COULEURS
C'EST UN FILM PARAMOUNT
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Plans are nothing; planning is everything.

Dwight D Eisenhower (1890–1969), 34th President of the United States

Starting up

A What do you consider when you plan these things?

- 1 a holiday
- 2 a special family occasion, for example, a wedding
- 3 an ordinary working day/week
- 4 your career

B Which of the following do you use to plan your day or week? Which do you prefer? Why?

- desk or pocket diary
- ask someone to remind you
- notes stuck on board or fridge
- electronic organiser
- memory
- write on hand

C Discuss these statements.

- 1 Making lists of things to do is a waste of time.
- 2 You should plan your retirement from an early age.
- 3 If you make a plan, you should stick to it.

Vocabulary

Ways to plan

- A** Match the verbs in the box to nouns 1 to 5. Each pair of words describes a way to plan effectively. Use a dictionary to help you.

~~estimate~~ collect consider forecast do

- | | |
|---------------------------------|---------------------|
| 1 ... <i>estimate</i> ... costs | 4 information |
| 2 sales | 5 options |
| 3 research | |

- B** Match the verbs in the first box to the nouns in the second box. Make as many combinations as you can. For example, *write/implement a plan*.

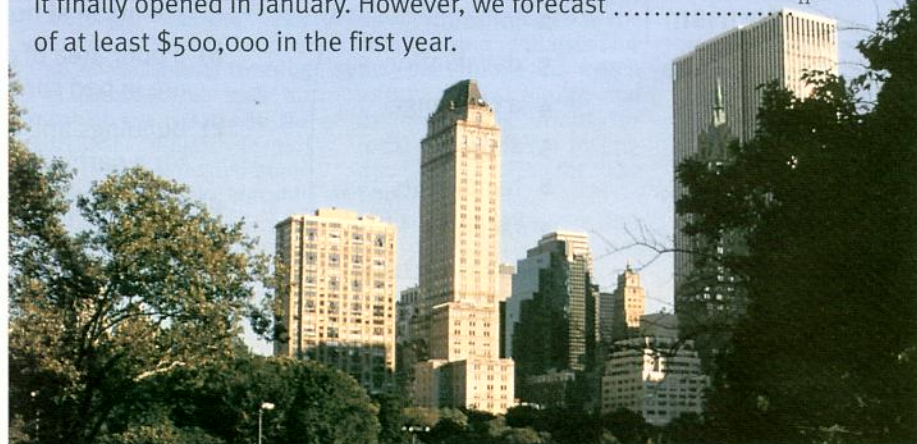
write rearrange meet arrange prepare keep within implement

a deadline a schedule a budget a plan a meeting a report

- C** A Managing Director talks about the planning of a new sales office in the United States. Complete the text with nouns from Exercises A and B.

Recently we decided to open a new sales office in New York. First I arranged a ¹ with the finance department to discuss the project. We prepared a ² with details of the various costs involved. Then we collected ³ about possible locations for the new office. We considered two ⁴ – one in Greenwich Village and the other near Central Park. After doing some more ⁵, I wrote a ⁶ for the board of directors.

Unfortunately, we made a mistake when we estimated the ⁷ as the exchange rate changed, and so we didn't keep within our ⁸. We overspent by almost 20 percent. We had to rearrange the ⁹ for moving into the building because the office was not redecorated in time. The board of directors was unhappy because we didn't meet the ¹⁰ for opening the office by 15 December. It finally opened in January. However, we forecast ¹¹ of at least \$500,000 in the first year.



- D** 8.1 Now listen and check your answers to Exercise C.

- E** Choose one of the following events and tell your partner how you will plan it. Try to use some of the vocabulary from the exercises above.

- 1 A training weekend for your department
- 2 A party to celebrate your company's 100th anniversary
- 3 An event to relaunch a singer's career

Language review

Talking about future plans

- We can use verbs like *plan*, *hope*, *expect*, *would like* and *want* to talk about future plans.
*The resort is **hoping** to deal with these pressures.*
*Brazil **would like** to attract more foreign investors.*
- We often use *going to* to talk about more definite plans.
*We're **going to** relaunch the series next year.*
- We can also use the present continuous to talk about definite plans and arrangements.
*We're **meeting** next Friday at 3 p.m.*

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A The Managing Director of a Hong Kong-based hotel group is talking to his managers about the group's future plans. Underline the plans that he mentions.

'Well, I think you all know by now that we're hoping to expand in China and we are going to move our headquarters from Hong Kong to Shanghai. We're planning to manage an executive complex in Dalian and we're also hoping to open a 240-room hotel next year in Zhongshan. We're expecting to make a profit within 5 years although we'd like to break even a bit earlier if possible. Within 10 years we want to become the major international hotel group in Southeast Asia.'



B Match the verbs to their meanings.

- | | |
|----------|--|
| 1 hope | a) believe something will happen |
| 2 expect | b) decide in detail what you are going to do |
| 3 plan | c) wish something will happen |

C A salesperson is talking about the end-of-year bonus. Complete the conversation with verbs from Exercise B.

I'm ¹ to get a bonus at the end of the year, but I haven't met all my sales targets, so I'm a little worried. My colleague June has met all her targets and she is ² to get a good bonus. She is already ³ to go on an expensive holiday abroad and has got lots of travel brochures.

D Tell each other about your plans and expectations for 1 to 6 below. For example

A What are you going to do after this lesson?

B I'm hoping to/planning to What about you?

A Oh, I'm hoping to ...

- | | |
|----------------------|------------------------|
| 1 after this lesson | 4 on your next holiday |
| 2 in the near future | 5 in your career |
| 3 this weekend | 6 when you retire |

Skills

Meetings:
interrupting and
clarifying

- A**  8.5 Listen to a meeting in which members of a planning group discuss relocating their head office. In which order are these points mentioned?

- a) the cost of moving ☐
- b) when to move ☒
- c) the advantage of using a specialised firm ☐
- d) whether to use their own transport department ☐
- e) how to communicate with staff ☐
- f) which transport company to use ☐



- B** Look at the extracts from the planning meeting in Exercise A. Decide whether each underlined expression is: a) interrupting or b) clarifying.

- 1 B I think July would be the best time. It's very quiet then, isn't it?
A You mean, we don't do too much business then?
- 2 C Could I just say something?
- 3 C In my opinion, we should do it department by department.
B How do you mean exactly?
- 4 B We've contacted two companies, National Transport and Fox Removals.
A Sorry, could I just comment on that, Mark?
- 5 B You know, there's another possibility. We could get our own people to do the moving.
A What? You think our transport department could do the job?

- C** Role play this situation. The head of your department is leaving the company in a month's time. Your department plans to hold a farewell party. Discuss these questions with other members of the department.

- 1 When and where will the party be? At work, in a restaurant or at another location?
- 2 How much should each member of staff contribute towards the cost of the party?
- 3 What sort of gift should you get? Who will present it?
- 4 Will there be a speech? If so, who will make it? Should it be serious or humorous? How long will it be?
- 5 What kind of entertainment will you have at the party?
- 6 What else do you need to plan?

Useful language

Interrupting

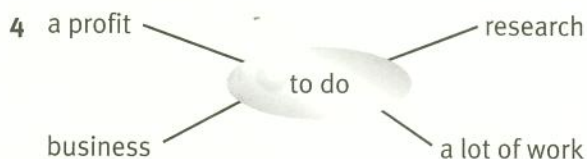
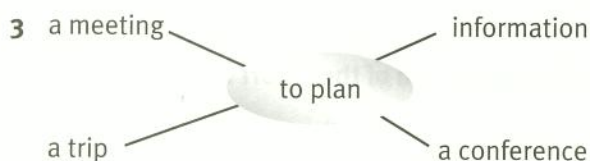
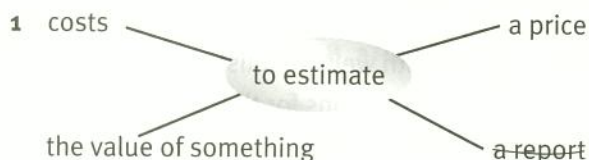
Could I say something?
Could I just comment on that?
Hold on a minute.
Sorry to interrupt but ...

Clarifying

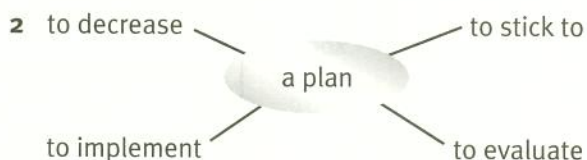
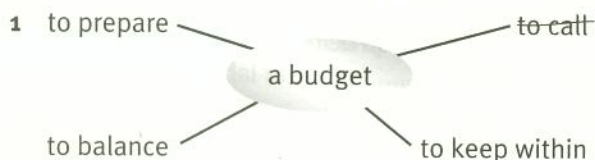
How do you mean exactly?
What exactly do you mean by ...?
Are you saying ...?
So what you're saying is that ...

Vocabulary

A Cross out the word which does not normally combine with the verb in the bubble.



B Cross out the word which does not normally combine with the noun in the bubble.



C Complete each sentence with a word combination from exercise A or B.

- Experts *estimate* the *value* of the deal at 20 million euros.
- We have to the for Friday because the CEO is busy all day Thursday.
- My boss is angry because I haven't quite my sales yet, and she expected it last week.
- We always on our products, so we can prove that they are the best on the market.
- We have our In other words, we did not spend more money than we received as income.

Language review

Talking about the future

A All these words and phrases refer to the future. Put them in order, starting with the soonest.

- | | | |
|---|---|--|
| in four days' time ☐ | next month ☐ | the week after next ☐ |
| in ten minutes ☐ | next year ☐ | tomorrow morning ☐ |
| in three weeks' time ☐ | the day after tomorrow ☐ | tonight ☐ |

B Rewrite these sentences using the verbs in brackets.

- 1 We are going to visit the Trade Fair. (*plan*)
We *are planning to visit the Trade Fair*.
- 2 We are sure we will make a profit within three years. (*expect*)
We *expect to make a profit within three years*.
- 3 We are going to launch a new range next summer. (*intend*)
.....
- 4 We will beat our competitors before long. (*hope*)
.....
- 5 We are sure we will open three new subsidiaries before long. (*expect*)
.....
- 6 We are going to open a new sales office in Bratislava. (*intend*)
.....

C Look at Tom Kent's diary for next week. Then read the examples and look at the tip. Complete the conversation between Sue and Tom's secretary. It is now Friday 11th.

Mon 14 am visit Brunsfield factory pm meet Korean visitors	Thurs 17 am Geneva pm
Tues 15 am talk on word-of-mouth advertising (till 10) pm departmental meeting (preparation)	Fri 18 am Geneva pm
Wed 16 am departmental meeting (10.00-11.30) pm to Geneva	Sat 19 am Geneva pm am back from Geneva

For example:

- 1 Tom Kent is visiting the Brunsfield factory on Monday morning.
- 2 On Wednesday morning, he is attending a departmental meeting.

Tip

We use the present continuous tense to talk about fixed arrangements. This is sometimes called the *diary future*.

Sue: Hello. I'd like to make an appointment to see Tom Kent on Wednesday afternoon.

Secretary: I'm afraid Mr Kent is ¹ then. And he is not ² until Saturday.

Sue: Right. How about Monday?

Secretary: He's tied up all day Monday. Would Tuesday suit you?

Sue: Tuesday? Fine. What sort of time?

Secretary: Well, he's ³ till 10.00, but he could see you after that. Otherwise in the afternoon he's ⁴, but I'm sure he could fit you in.

Sue: Three o'clock would be great.

Secretary: Three. Right. I've made a note of that, and I'll call you back to confirm the appointment.

Sue: Thank you very much.