**БЕЛОРУССКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

**А.К. Корнелюк**

**Improve Your BUSINESS Skills**

**Совершенствуйте навыки делового общения**

Учебно-методическая разработка

по деловому английскому языку

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Рецензент:Новик Н.А., зав. кафедрой профессионально ориентированной английской речи Учреждения образования «Белорусский государственный экономический университет», кандидат филологических наук, доцент

Рекомендовано кафедрой профессионально ориентированной английской речи

Корнелюк, А.К.

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Данная учебно-методическая разработка направлена на развитие навыков говорения на деловом английском языке. Может быть использовано в качестве основного или дополнительного материала для работы в группах студентов по дисциплинам ”Деловой иностранный язык” и “Деловые коммуникации на иностранном языке”.

***EFFECTIVE COMMUNICATION***

1. **Look at the following quotation. Paraphrase it in your own words. What do you think about the phrase?**

*The most important thing in communication is to hear what isn’t being said.*

Peter Drucker, 1909-2005

Austrian-American management guru

1. **Work in pairs. Ask and answer the following questions.**
2. What is communication?
3. How do we communicate?
4. Who do you communicate with every day? Do you communicate well with them? Why/Why not?
5. When did you last have a communication problem? Who was it with? What happened?
6. How do you feel when someone interrupts you?
7. What do you do when someone isn’t paying attention to you?
8. **Read the text about effective communication. Look at the words in bold and be ready to explain their meaning.**

***Effective Communication***

*Improving Communication Skills in Your Work and Personal Relationships*

It sounds so simple: say what you mean. But all too often, what we try to communicate gets lost in translation despite our best intentions. We say one thing, the other person hears something else, and misunderstandings, **frustration,** and conflicts ensue.

Fortunately, you can learn how to communicate more clearly and effectively. Whether you’re trying to improve communication with your friends, family members, boss, or coworkers, you can improve the communication skills that **enable** you to effectively connect with others, build trust and respect, and feel heard and understood.

Communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. Effective communication is also **a two-way street**. It’s not only how you **convey a message** so that it is received and understood by someone in exactly the way you intended, it’s also how you listen **to gain** the full meaning of what’s being said and to make the other person feel heard and understood.

More than just the words you use, effective communication combines a set of skills including nonverbal communication, engaged listening, managing stress in the moment, the ability to communicate **assertively**, and the capacity to recognize and understand your own emotions and those of the person you’re communicating with.

Effective communication is **the glue** that helps you deepen your connections to others and improve teamwork, decision making, and **problem solving**. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust.

While effective communication is a learned skill, it is more effective when it’s spontaneous rather than **formulaic**. A speech that is read, for example, rarely has the same impact as a speech that’s **delivered** (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous your communication skills will become.

1. **Answer the following questions on the text you have just read:**
2. Is communication nothing more than exchange of information?
3. Why is communication described as *a two-way street?*
4. What skills does effective communication combine?
5. What are the benefits of effective communication?
6. What are the advantages of spontaneous speech?
7. The word *spontaneou*s is synonymous with the word *unrehearsed,* isn’t it?
8. **Read the following statement. Do you agree with this statement? Why/Why not?**

*Good communicators are born, not made.*

1. **Complete the sentences with the words in the box. Use the dictionary to be sure that you understand the meaning of the words. Check their pronunciation as well.**

|  |
| --- |
| Appearance, charisma, cultures, digression, eye, humour, language, listener, nerves, pace, rambler, vocabulary |

**What makes a good communicator?**

A good communicator is someone who:

* 1. Is a good \_\_\_\_\_\_\_\_\_\_\_\_ and shows interest in other people,
	2. Has an awareness of body \_\_\_\_\_\_\_\_\_\_\_\_ ,
	3. Is not a \_\_\_\_\_\_\_\_\_\_\_\_ and doesn’t het easily sidetracked,
	4. Doesn’t suffer from \_\_\_\_\_\_\_\_\_\_\_\_ and is relaxed when meeting new people,
	5. Is sensitive to people from other \_\_\_\_\_\_\_\_\_\_\_\_ ,
	6. Has an extensive \_\_\_\_\_\_\_\_\_\_\_\_ ,
	7. Has a good sense of \_\_\_\_\_\_\_\_\_\_\_\_ ,
	8. Has an attractive \_\_\_\_\_\_\_\_\_\_\_\_ and is well dressed,
	9. Maintains \_\_\_\_\_\_\_\_\_\_\_\_ contact with the listener(s),
	10. Speaks at a reasonable \_\_\_\_\_\_\_\_\_\_\_\_ - not too fast and not too slow,
	11. Has \_\_\_\_\_\_\_\_\_\_\_\_ and can hold the attention of the listener(s),
	12. Keeps to the point and doesn’t have a lot of long \_\_\_\_\_\_\_\_\_\_\_\_ .
1. **There are some more adjectives which are used to describe a communicator. Match the adjectives (1-12) to their definitions (a-l). Give appropriate Russian equivalent to every word.**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. | rambling | a. | clearly expressing things in a few words - used to show approval |
| 2. | responsive | b. | uncertain about what to do or say because you are nervous or unwilling |
| 3. | sensitive | c. | eager to communicate with people, and to react to them in a positive way |
| 4. | succinct | d. | short, with no unnecessary words |
| 5. | reserved | e. | paying careful attention to what you are doing, in a way that shows you are determined to succeed |
| 6. | concise | f. | very long and not seeming to have any clear organization or purpose |
| 7. | outgoing | g. | able to make other people believe something or do what you ask |
| 8. | articulate | h. | unwilling to express your emotions or talk about your problems |
| 9. | hesitant | i. | able to express your ideas and opinions well, especially in a way that influences people |
| 10. | eloquent | j. | liking to meet and talk to new people |
| 11. | focused | k. | able to talk easily and effectively about things, especially difficult subjects |
| 12. | persuasive | l. | understanding people able to understand other people's feelings and problems |

1. **Complete the table indicating which of the adjectives from task VII introduce positive or negative features of a communicator.**

|  |  |
| --- | --- |
| Positive | Negative |
|  |  |

1. **Look at the photo.**
2. Do you recognize the man? Is he still alive? What is/was his famous for?



1. Have you heard any of his presentations/addresses/speeches?
2. **At home you will watch the video of Steve Job’s *Commencement address* which he delivered in 2005. Before watching the video answer the following questions:**
	* + 1. What is a *commencement address*? Have you heard any speeches of such kind? Where, when and whom were they delivered by? Do you still remember them?
			2. Should an effective speech be not longer than:
			3. 41 minutes,
			4. 32 minutes,
			5. 17 minutes?
3. **Watch/listen to three important stories from his life.** [**https://www.youtube.com/watch?v=UF8uR6Z6KLc**](https://www.youtube.com/watch?v=UF8uR6Z6KLc)

**What are these stories about? Take notes in the chart below.**

|  |  |  |
| --- | --- | --- |
| 1st Story (0:55 min)Connecting the dots… | 2nd Story (5:37 min)Love and Loss… | 3rd Story (9:05 min)Death … |
|  |  |  |

1. **Check yourself. Be ready to discuss the video in the class.**
2. Part I: Answer the following questions (0:55 min):
3. How do you understand the saying “connecting the dots”?
4. What was Jobs' biological mother's wish?
5. What were his adoptive parents like? How did they fulfill the wish of his biological mother?
6. Why did Steve drop out of college?
7. Which course did he drop in? Why?
8. How was this course useful?
9. Part II: Choose the correct answer (5:37 min):
10. Jobs and his partner started the company in his parents'
	1. kitchen,
	2. garage,
	3. bedroom
11. When Jobs turned 30, he was
12. promoted,
13. fired
14. awarded with a prize.
15. After he left the company he was
16. absolutely fine,
17. at a loss
18. happy to start over.
19. The next few years were the most creative period of Jobs' life and he
20. started two new companies,
21. started Pixar,
22. started two new companies and got married*.*
23. Steve Jobs returned to Apple because
24. he was invited again,
25. Apple bought one of his companies,
26. he became rich and bought Apple*.*
27. The main idea of this story is
28. never give up,
29. love what you do,
30. when you lose something, you'll always find something else.
31. Part III: Answer the questions (9:05 min):
32. What question does he ask himself every morning?
33. Why does he think the concept of death is important?
34. What happened to him a year ago?
35. What was the Google of the 60s like? What was it's name?
36. *Stay hungry. Stay foolish* - where do these words come from?
37. **Is there any common logical structure for every part of the address?**

**Which of the following techniques did Mr Jobs use in his speech? Can you find any examples?**

1. Repetition,
2. Tripling (saying things in threes), e.g. past, present and future; the sun, moon and stars,
3. Contrast, e.g. love – hate,
4. A quote (repeating another person words exactly),
5. Sharing personal experience.
6. Using humorous remarks.
7. **Over to you.**
8. Have you enjoyed the speech?
9. What has been the most impressive/surprising/shocking/intriguing or new for you?
10. Who is the best communicator you know? Why?
11. **There are some idioms related to communication. Match the idioms (1-7) with their definitions (a-g). Think of appropriate Russian equivalents.**
	1. Actions speak better than words;
	2. Think before you speak;
	3. (can’t) get a word in edgeways;
	4. Hear it on the grapevine;
	5. Be on the same wavelength;
	6. Get strait to the point;
	7. Have a quick word with someone.
		1. Talk about the most important thing immediately;
		2. Share similar ideas;
		3. Hear about a rumour passed from one person to another;
		4. (not) get a chance to say something;
		5. Talk briefly to someone;
		6. What you do is more important that what you say;
		7. Don’t start talking until you have thought about what you want to say.
12. **Answer the following questions:**
13. Does it irritate you when people do not get straight to the point?
14. When was the last time you felt you were really on the same wavelength as someone else?
15. Who was the last person to ask to have a quick word with you?
16. What have you heard on the grapevine recently?
17. **Split into two groups: group A and group B.**

Each group will be given a list containing three different idioms. Work out three short situations that can be described with the idioms from your list.

In ten minutes be ready

* + - 1. to present your stories to the other group and/or
			2. to guess the idioms the other group’s situations can be described with.

**TAPESCRIPT**

*The Commencement address delivered by Steve Jobs, CEO of Apple Computer and of Pixar Animation Studios, on June 12, 2005*

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

PART 1 (0:55 min)

The first story is about connecting the dots. I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out? It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college. And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting. It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned Coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example: Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating. None of this had even a hope of any practical application in my life. But 10 years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backward 10 years later. Again, you can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

PART 2 (5:37 min)

My second story is about love and loss.

I was lucky — I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a $2 billion company with over 4,000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating. I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down — that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over. I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life. During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, Toy Story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together. I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.

PART 3 (9:05 min)

My third story is about death. When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something. Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything — all external expectations, all pride, all fear of embarrassment or failure — these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart. About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die. It means to try to tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes. I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now. This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept: No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It is Life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true. Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary. When I was young, there was an amazing publication called The Whole Earth Catalog, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: It was idealistic, and overflowing with neat tools and great notions. Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you. Stay Hungry. Stay Foolish.

Thank you all very much.