

## (8.12.2020) Writing a report (continued) + Strategy

### 1. To begin this class we will continue and finish off dealing with reports.

- **p. 91 +93 pdf file:** turn to **Ex. 1 + 2**, the bottom of **p. 91**: do these two exercises and write your answers in **Quiz 1**: write only the answers in the quiz boxes. Do not write any numbers. Leave one space between the words.

### 2. Report writing preparation

- **p. 91 + 93 pdf file:** read the **Writing task** and study the pie charts carefully.
- With a task of this kind (presentation of a survey results) you have to consider ALL the information given, including ALL the sections of the visual charts (including the “no opinion” sections) and additional comments (listed here as a separate entry).
- **Write your report in 220-250 words.** Attach it in a word file in the Report assignment/zadanie.
- Use varied language of numbers and proportions.
- Use alternative words to describe respondents.
- Pay attention to the correct grammar and spelling.
- Use text organising phrases such as: in addition, moreover, however, etc.
- Do your best. 😊

### 3. Strategy

- Translate the words in brackets into English to read a **definition of a strategy**.
- **Check your solutions with the key at the end of this file.**

Strategy is not just having a plan and to **1. (osiągnąć)** \_\_\_ objectives. It is about deciding what those objectives should be **2. (na pierwszym miejscu)** \_\_\_ , and how **3. (zasoby)** \_\_\_ will be allocated to reach them.

A corporate mission statement might indicate a bold vision of how a company **4. (widzi się)** \_\_\_ in 10 or 20 years. Unless these plans are realisable, the company’s vision statement cannot be achievable. Senior management must decide how it is going to use the company’s **5. (aktywa)** \_\_\_ such as finance, physical **6. (sprzęt)** \_\_\_ , managerial skill and **7. (wiedza)** \_\_\_ to achieve the goals.

Another strategic issue is commitment of all its managers and **8. (pracowników)** \_\_\_ . But in fact the commitment that really **9. (liczy się)** \_\_\_ is that of its senior executives making up the **10. (rada nadzorcza)** \_\_\_ . It is their discussions, sometimes turning into rows, that set out the strategic **11. (kierunek)** \_\_\_ that the organisation should take.

Finally, it must be remembered that a strategy requires total commitment of particular resources over a period of years and for this reason cannot be **12. (łatwo zmieniona)** \_\_\_ . If it can, it is not a strategy at all.

- Turn to the textbook, **Ex. A, p. 82**: study the statements about company goals and strategy and see which ones you would agree or disagree with.

### 4. Listening comprehension

- To introduce some vocabulary for the listening, do **Ex. F, p. 83**.
- **Check your ideas with the key at the end of this file.**
- Additionally, go over these vocabulary items.

**a tick-tock strategy** = strategy adopted by Intel at chip production

**source directly without go-betweens** = buy directly from the producer/manufacturer

**staff turnover** = the proportion of employees that leave the company each year

**corporate citizenship** = **corporate social responsibility** = supporting the local community among which the business is located with funds, social and environmental support

**affordable prices** = fairly low, acceptable

**merchandise** = goods on offer in a shop

**a middleman** = a go-between

**cost-conscious strategy** = paying attention to how much the business activity costs

- **Listen to all the four attached tracks** and take notes of the strategies that have made their favourite companies successful.
- **Listen to them again or two more times and do Ex. H, p. 83:** which strategy is represented by which company. **There is one strategy not represented by any of the companies.**
- Write your answers in **Quiz 2: match the strategies to the companies.**

### 5. Forum

- Which two or three of the strategies from Ex. H should be crucial for a successful organisation in your opinion? Why?
- What company do you admire? What for? What is its business strategy? Present it in your own words.

**6. The deadline for this work is: 14.12.2020, time: 22.00.**

**The deadline for the report is: 22.12.2020, time: 22.00.**

### KEY

#### Strategy

1. Reach/achieve
2. In the first place
3. Resources
4. Sees itself
5. Assets
6. Equipment
7. Knowledge
8. Employees
9. Counts
10. Board
11. Direction
12. Easily changed

#### Ex. F, p. 83

1. Digital business
2. International expansion
3. Financial position
4. Geographic diversity
5. Wider markets
6. Challenged economies (=in a difficult situation, threatened with a slump)\
7. Strong position
8. Fast-moving world