

Welcome to Business Impact 2.2

Module A: Praise & criticism

Business Impact 2.2.A is the A Module from *Business Impact 2.2*.

This module focuses on **personal encounters in the business world** and will enable you to give and accept praise and criticism with confidence in differing cultural settings.

Module A	Agenda	Language	Page
Session 1 Cultural fluency & feedback	› Recognising differences in communication culture › Managing cultural differences in responses & behaviour › Improving global business communication	› Expressing criticism diplomatically › Handling misunderstandings › Apologising & expressing mutual understanding	6
Session 1 PLUS Nice work!	› The sound of silence	› Extension & consolidation	10
Session 2 Nice work!	› Paying compliments › Giving praise with authenticity › Receiving praise	› Phrases for giving praise with impact › Responding to praise effectively	12
Session 2 PLUS	› Mastering the art of accepting compliments	› Extension & consolidation	16
Session 3 Open to criticism	› Providing constructive criticism › Adding emphasis › Responding to feedback	› Providing positive reinforcement › Giving objective criticism with empathy › Using <i>do / did</i> to add emphasis	18
Session 3 PLUS	› How to accept feedback like a pro	› Extension & consolidation	22
Business English live	› Giving & accepting praise & criticism	› True-to-life business dialogues › Essential phrases	24 25
Milestone		› Progress check	26
Magazine 1	› The US and the UK	› Extensive reading & discussion	28
Magazine 2	› The power of listening	› Extensive reading & discussion	30
Final Milestone			84
Essential phrases			88
Useful abbreviations & acronyms			91
100 useful business English words			92
Audio transcripts			94
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Module C: Risk analysis & management

Business Impact 2.2.C is the C Module from *Business Impact 2.2*.

This module focuses on **business results** and will enable you to analyse and talk about risks and risk management with confidence and impact.

Module C	Agenda	Language	Page
Session 1 Identifying risks	<ul style="list-style-type: none"> › Assessing attitudes to risk taking › Identifying potential risks › Defining risks › Using <i>if</i>-clauses to talk about risk management 	<ul style="list-style-type: none"> › Vocabulary for identifying risks › <i>if</i>-clauses for defining risks 	58
Session 1 PLUS	› Black swans	› Extension & consolidation	62
Session 2 Evaluating risk & probability	<ul style="list-style-type: none"> › Analysing potential risks › Developing strategies › Expressing probability 	<ul style="list-style-type: none"> › Vocabulary for describing challenges › Type 2 conditionals › Expressing likelihood & probability 	64
Session 2 PLUS	› Unlikely truths	› Extension & consolidation	68
Session 3 Lessons learned	<ul style="list-style-type: none"> › Reporting on lessons learned after project completion › Identifying challenges & finding solutions › Using type 3 conditionals to discuss hypothetical outcomes 	<ul style="list-style-type: none"> › Phrases for reporting on lessons learned › Type 3 conditionals › Revision: <i>since / for</i> 	70
Session 3 PLUS	› Successful failures	› Extension & consolidation	74
Business English live	<ul style="list-style-type: none"> › Talking about risks & risk taking 	<ul style="list-style-type: none"> › True-to-life business dialogues › Essential phrases 	76
Milestone		› Progress check	78
Magazine 1	› Takings risks: Essential or ...?	› Extensive reading & discussion	80
Magazine 2	› How AI predicts your next move	› Extensive reading & discussion	82
Final Milestone			84
Essential phrases			90
Useful abbreviations & acronyms			91
100 useful business English words			92
Audio transcripts			101
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