

1 Complete sentences 1–8 with words from the list.

corporate accountability track record assets
bottom line knowledge base natural resources
critical success factor sustainable development
endangered species

- 1 I really believe in the importance of _____ – companies have to show some kind of responsibility for their actions.
- 2 I don't think we can rely on Piet to manage the project successfully. Do you remember the disaster with the last project – he doesn't have a great _____ for this kind of thing.
- 3 We've invested a lot of money in training and we're now seeing the benefits – we've built up an excellent _____ within the company.
- 4 Our company owns a lot of land and this is one of our most secure _____.
- 5 When you work for an insurance company, you know that natural disasters can have a really negative effect on the _____ of the company.
- 6 A _____ for our expansion plan is getting the necessary funds to finance the project – without the money, we just can't do it.
- 7 We're using up more and more _____ and they won't last forever, so we have to start thinking about taking a more _____ approach to our business.
- 8 Trade in ivory is illegal as it threatens _____ such as rhinos and elephants.

- 2 Complete the email with phrases from the list.
- short-term profit drain on resources market value*
return on investment cost-benefit analysis
long-term viability quantifiable data



Hi Alex

We've discussed the CSR proposal and these are our suggestions and concerns.

Before any scheme is chosen, a detailed

1 _____ has to be carried out to ensure the project won't be a 2 _____ and finances.

In order to get the shareholders on our side we have to be able to show immediate results – they'll want to see some 3 _____ from this project. This will be easier if projections show a good 4 _____, say within a three-year period. Our report needs to include 5 _____ – the shareholders will expect to see some facts and figures.

From a PR point of view, the CSR issue is one we must address as it will boost our overall 6 _____.

As this particular project is our first, we must check its 7 _____ carefully, so that we can be sure of a positive effect on our reputation in the future. We're not aware of any similar projects by our competitors, so potentially this could give us a real competitive advantage.

Let me know when you would be available for a follow-up meeting about this.

Regards

Verena

2 Put the words in *italics* in the correct order to complete sentences 1–7.

- 1 Let's be a bit more positive – *we / work / provided / together / all* _____
I'm convinced we can still meet our deadline.
- 2 Well, *hold / we / assuming / decided / to* _____
the next team meeting in Brussels, we could also take the opportunity to look at some office buildings to rent next year.
- 3 OK, it seems manageable, but we *long-term / mind / have / bear / in / viability / to / the* _____
of this project.
- 4 Look, *going / no / we / meeting / don't / with / there's / ahead / point / this / if* _____
have any of the key decision-makers here today.
- 5 What's really clear to us is that *strategy / to / clear / we / develop / a / need* _____
to move the company forward.
- 6 We don't have a lot of money available to us, so basically *choice / we / have / don't / much* _____.
- 7 Well, that was a really interesting discussion – so, *general / the / is / consensus / that* _____
we need to find a new developer if we're going to deliver the product on time.