

# ACTIVITY 1:

Complete the following business scenarios using the correct form of the verbs in parentheses in the third conditional.

- 1) If the company \_\_\_\_\_ (invest) more in research and development, they \_\_\_\_\_ more innovative products.
- 2) If the sales team \_\_\_\_\_ (receive) better training, they \_\_\_\_\_ (close) more deals.
- 3) We \_\_\_\_\_ (reach) a wider audience if we (not cut) our marketing budget.
- 4) If the CEO \_\_\_\_\_ (listen) to the employees' concerns, the strike \_\_\_\_\_ (not happen).
- 5) They \_\_\_\_\_ (attract) top talent if they (offer) a competitive salary.
- 6) If the project manager \_\_\_\_\_ (plan) the project more carefully, it \_\_\_\_\_ (finish) on time.



# ACTIVITY 2:

Read the short business case studies below and choose the best option to complete the sentence in the Third Conditional.

## CASE STUDY 1

"Acme Corporation decided to launch a new product without conducting thorough market research. The product launch was a failure."

If Acme Corporation \_\_\_\_\_ thorough market research, the product launch \_\_\_\_\_ a failure.

## CASE STUDY 2

"Beta Industries lost a major client because they failed to meet the client's deadlines."

They \_\_\_\_\_ the client if Beta Industries \_\_\_\_\_ the deadlines.

## CASE STUDY 3

"Gamma Inc. invested heavily in a new technology that ultimately became obsolete."

If Gamma Inc. \_\_\_\_\_ in the obsolete technology, they \_\_\_\_\_ their investment.

