

READING COMPREHENSION

NAME: _____

DATE: _____

Between a Rock and a Hard Place

At BrightWave Marketing, things were getting tense. The company had been working on a new digital campaign for a major client, and the deadline was fast approaching. Everyone was putting in long hours, but a major issue had just come to light: the main strategy they had developed wasn't delivering the expected results during early testing.

"If we keep going down this road, we'll miss the targets completely," said Mia, the campaign manager, as she looked over the latest analytics. "And if we scrap the current plan, we'll have to start from scratch," replied Jordan, the creative director. "That would take at least another two weeks."

Mia nodded. "If we don't act fast, the client will lose faith in us. And if that happens, we might lose one of our biggest accounts."

"I get it," said Jordan, running a hand through his hair. "But if I were you, I'd think twice before turning everything upside down. Maybe we can tweak the current plan instead of throwing it out the window."

Mia sighed. "If only we had caught this earlier, we wouldn't be in this mess."

Jordan leaned back in his chair. "Look, if we reach out to the client and explain the situation, they might appreciate our honesty."

"It's risky," said Mia, "but if we're transparent and offer solutions, we could smooth things over."

After a long discussion, they decided to bite the bullet and call the client. They proposed adjusting the strategy instead of replacing it. To their relief, the client was understanding. They agreed to a slight extension, impressed by the team's willingness to own up to the problem and sort it out quickly.

The whole team learned a valuable lesson: if they had addressed concerns earlier, they wouldn't have had to deal with the last-minute panic. Still, they got to the bottom of it and turned things around just in time.

What is the main problem Mia and Jordan are facing?

- A. The campaign has already failed.
- B. The current strategy is underperforming during early tests.
- C. The client changed the project deadline.
- D. There was a conflict between team members.

What might happen if the team doesn't act fast?

- A. They will gain more time to revise the campaign.
- B. They will exceed the expected results.
- C. They will lose the client's trust.
- D. They will get promoted for their creativity.

What would Jordan prefer to do instead of starting from scratch?

- A. Talk to another client
- B. Delay the project by a month
- C. Make adjustments to the current plan
- D. Cancel the campaign completely

What does the expression "bite the bullet" mean in the context of the story?

- A. Avoid a difficult task
- B. Blame someone else
- C. Do something unpleasant but necessary
- D. Take a break to calm down

Which sentence contains a *second conditional* structure?

- A. "If we keep going down this road, we'll miss the targets completely."
- B. "If we don't act fast, the client will lose faith in us."
- C. "If I were you, I'd think twice before turning everything upside down."
- D. "If we reach out to the client, they might appreciate our honesty."

True or False

- Mia believes that if they do nothing, the situation will improve. ____
- Jordan suggests being completely honest with the client. ____
- The client was angry when they heard about the problem. ____
- The team eventually decided to replace the campaign completely. ____
- The story includes both first and second conditionals. ____