



Business Communication unit 12

Business communication

1 Complete the talk with phrases from the list.

*second point strong position having said
become apparent very much is achievable
comes across because we first benefit
serious consideration*

'So, we're here today to discuss change. It has
¹ _____ that although you all
know change is inevitable, you don't want to face up
to it. Also, what ² _____ from
talking to you is your reluctance to embrace the
changes. I'd like to reassure you that this can only
be a positive move. Let's look at the plus points; by
changing our internal structure we can optimize our
skills and strengths.

OK, that's the ³ _____. Now,
the ⁴ _____ - if we become
more efficient, it'll be easier to meet customer
demand. But ⁵ _____ that, it's
important to remember to stay focused and not
overreach ourselves. Our goal here is to gain market
share. I believe a 5% increase by the end of the year
⁶ _____. No question. Through
hard work and determination we'll succeed. In fact,
we're in an extremely ⁷ _____.
Why? ⁸ _____ have
both the knowledge and the resources. I
⁹ _____ hope that you'll support
me in this. Please give ¹⁰ _____
to not only the company's future, but your future.
Change does make sense.'