



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.'