Advanced Conversations

Idioms

- To bite off more than you can chew
- By the book
- Caught between a rock and a hard place
- Don't look a gift horse in the mouth
- To get your ducks in a row
- To hang in there
- In hot water
- Off the cuff
- To pull the plug
- To touch and go
- Water under the bridge

Match the idiom to the situation

A. The department director has to choose between two difficult options: launching a campaign that may damage the brand's reputation or delaying it and disappointing an important client.

B. Before presenting the new communications strategy to the executive team, the manager needs to finalise the budget, align the team, collect performance data and prepare all the necessary documents.

C. The team has been working under enormous pressure for weeks because of a major product launch. The project is not finished yet, but the manager encourages everyone to stay positive and keep going.

D. During an unexpected meeting with senior management, the director is asked to comment on the company's recent PR performance without having prepared an answer.

E. After several unsuccessful campaigns and disappointing engagement figures, the company decides to discontinue a major marketing initiative and redirect its resources elsewhere.

F. A newly promoted department director accepts responsibility for several major projects simultaneously, despite having limited resources and an already overloaded team.

G. A communications manager accidentally shares confidential information with an external partner, violating company policy. Senior management finds out, and the employee faces serious consequences.

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H. Two colleagues had a serious disagreement over the communication strategy last year. They have since resolved the conflict and now work together perfectly well. There is no reason to bring up the old argument.

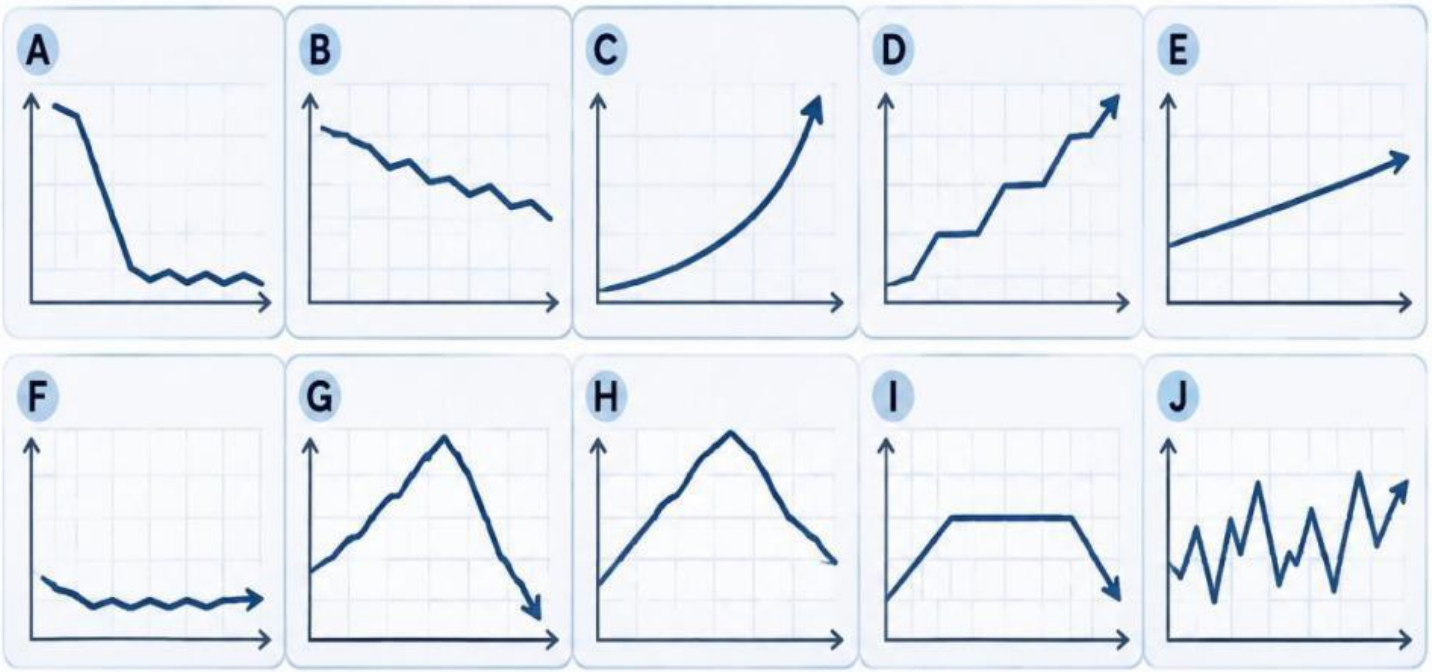
I. The company has strict internal procedures for approving press releases. Even when a deadline is approaching, the communications team must follow every required step and obtain all the necessary approvals.

J. The launch of a new game is extremely uncertain. The team has completed most of the preparations, but a technical issue discovered at the last minute could still ruin the entire campaign.

K. A partner offers the communications department free access to a premium analytics platform. Although it is not exactly the tool the team originally wanted, the director decides to accept the offer rather than complain about it.

Match each word to the correct chart

Look at the graphs and choose the one that best fits each word or phrase.



1 Dipped	4 Nosedived	7 Peak at	10 Plateau
2 Lagged	5 Surged	8 Hit a low of	
3 Soared	6 Creep up	9 Plummet	

LIVEWORKSHEETS

- Approval
- Buffer
- Erratic
- Go-getter
- Meticulous
- Milestone
- Our progress hinges on...
- Overbearing
- Rigid
- This deliverable feeds into...
- This is contingent upon...
- Thorough

Fill in the gaps using the words and phrases from the box. Pay attention to the context and grammatical structure.

1. Reaching 100,000 active players is a major _____ for the department, as it demonstrates the success of our latest communication strategy.
2. We cannot publish the announcement until we receive final _____ from the legal and marketing teams.
3. The campaign launch is not guaranteed. _____ receiving the necessary budget and approval from senior management.
4. _____ the development team's ability to fix the technical issues before the next release.
5. The audience research report is not the final product. _____ the strategic recommendations we will present to the executive board.
6. We should build a two-week _____ into the project timeline in case the external agency misses its deadline.
7. She's extremely _____ when preparing reports: she checks every figure, source and reference before submitting them.
8. The new department head is quite _____. He constantly checks every minor decision and rarely allows team members to work independently.
9. Our current approval process is too _____. It doesn't allow us to adapt quickly when campaign priorities change.
10. We need a real _____ to lead this project – someone proactive, ambitious and willing to take responsibility rather than wait for instructions.
11. Before signing off on the new communications strategy, the director conducted a _____ review of the proposed budget, risks and expected outcomes.
12. The team's performance has been rather _____ lately. Engagement figures rise dramatically one week and drop without an obvious reason the next.

LIVEWORKSHEETS

Phrases for emotionally charged conversations

I hear how important this is to you. A

I appreciate you being upfront about this. C

Let's work on a solution that makes sense for you. B

I want to make sure I fully understand your concern. D

Phrases to show empathy

I hear your concern, and I want to address it. A

Your perspective is important, and I'm glad you raised it. C

I can understand why you'd feel that way. B

I want to make sure we get this right for you. D

Your phrases

I see your point. A

I know there's nothing I can do to help, but feel free to reach out if I can support you. C

This should not have happened, we'll find a solution as soon as possible. B

D

LIVEWORKSHEETS

Listen to the audio and write down useful phrases



LIVEWORKSHEETS