

Business English Advanced, Strategy

Task 1 Read the definitions and put the verb in the correct form:

A Mission Statement 1 _____ (be) a short summary of an organisation's core purpose, focus, and aims. This usually 2 _____ (include) a brief description of what the organisation 3 _____ (do) and its key objectives.

A Vision Statement is a short description of an organisation's aspirations and the wider impact it 4 _____ (aim) to create. It should 5 _____ (guide) internal decision-making and determine the intended direction of the organization.

Many organisations 6 _____ (combine) the two statements 7 _____ (form) one clearly defined reason for 8 _____ (exist) that 9 _____ (unite) the efforts of everyone involved. Sometimes the two terms can 10 _____ (use) interchangeably.

Task 2 Choose a verb from the box for each gap and put it in the correct form:

ensure	restore	allocate	meet
achieve	outline	research	enforce

A business strategy is a plan or series of plans for 1 _____ an aim. It 2 _____ the best way for an organisation to develop in the future. A strategy is therefore about how people throughout the organization should make decisions and 3 _____ resources in order to accomplish key objectives.

Our mission is 4 _____, create, produce and distribute high value-added foods which enhance people's health and well-being while 5 _____ their nutritional needs.

The European Labour Authority (ELA) helps 6 _____ that EU rules on labour mobility and social security coordination 7 _____ in a fair, simple, and effective way, and makes it easier for citizens and businesses to reap the benefits of the internal market.

Tirelessly Dedicated to 8 _____ Brain Health, So Every Person Can Be Their Best.