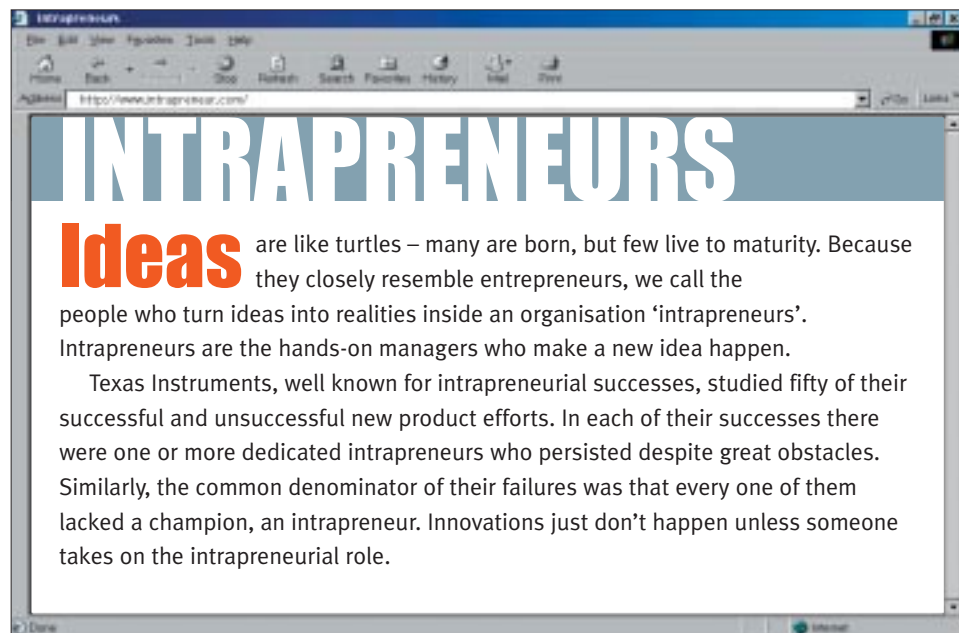


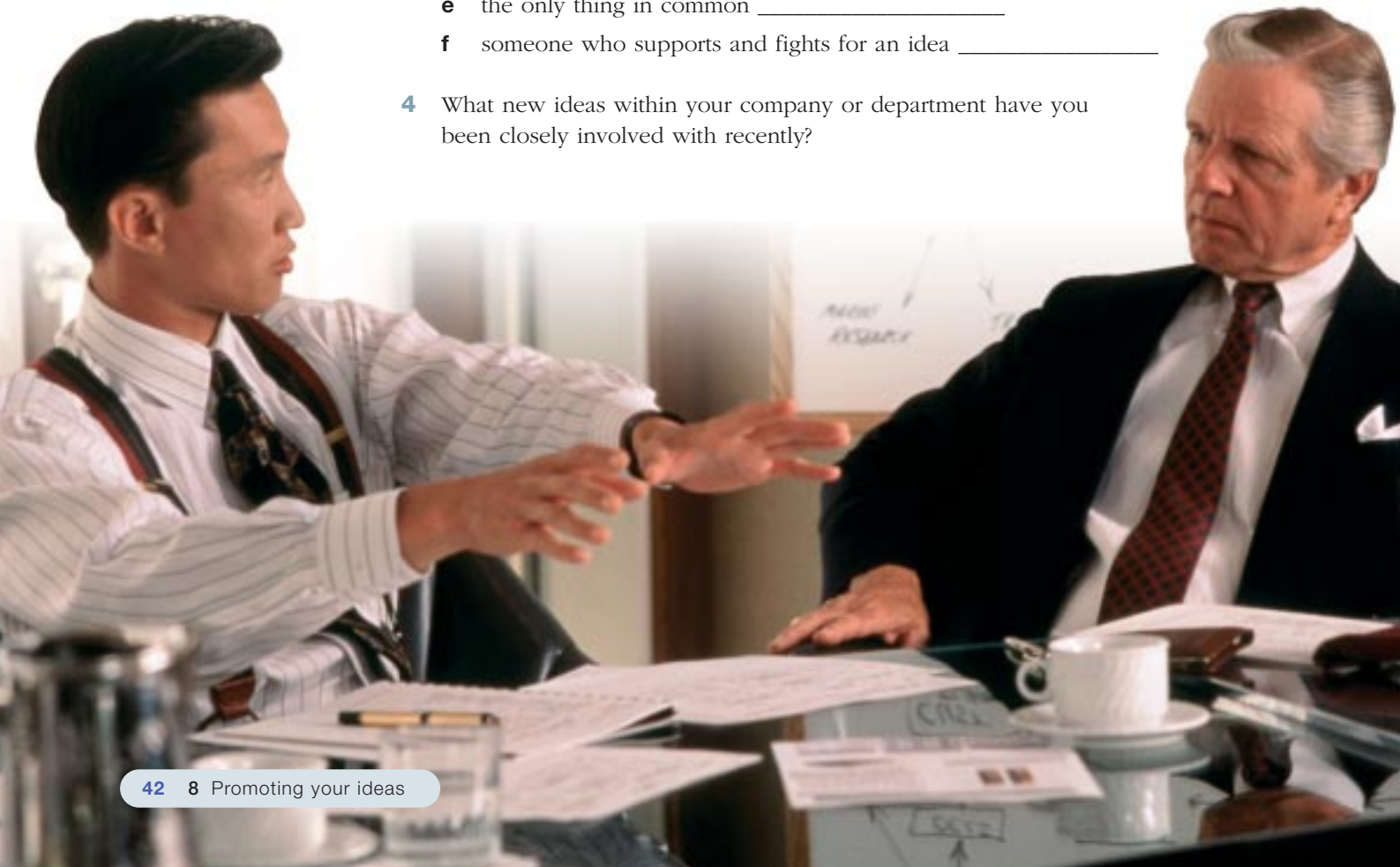
Innovation

- How much of your company's business depends on innovation? Give a few examples.
- Look at the extract from a web page below. What do you think the title means? Now read the text. Does your company encourage this kind of initiative?



Gifford and Elizabeth Pinchot, www.intrapreneur.com

- Find the words and phrases in the text which mean:
 - people who don't just talk about it, but do it _____
 - giving a lot of time and energy to something _____
 - kept on trying to do something _____
 - things that make progress difficult _____
 - the only thing in common _____
 - someone who supports and fights for an idea _____
- What new ideas within your company or department have you been closely involved with recently?



- Put the stages of the first part of the presentation in chronological order. quote statistics build up expectations pose a problem introduce themselves thank the audience set a challenge share corporate vision
 - Are the presenters successful at arousing the curiosity of their audience? Why (not)?
 - The following figures were quoted. What do they refer to?
 - 1,000 _____
 - 35 _____
 - 250,000 _____
 - 7/10 _____
 - 4/10 _____
 - 61% (122m) _____
 - On a scale of 1–5, how confident did the presenters sound? _____ Would their presentation style be popular in your company?

Extract 1

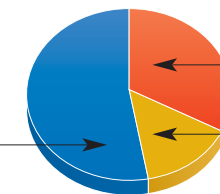
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- On a scale of 1–5, how confident did the presenters sound? _____ Would their presentation style be popular in your company?

Extract 2

- What do these figures refer to? Do you find them surprising? a mere 13% _____ a staggering 92% _____
- What do you think 'mere' and 'staggering' mean? _____
- Complete the following extract from the presentation. We did a nationwide su_____ of people who had previously shown an in_____ in joining a MaxOut club and then changed their mi_____. Full de_____ are in the re_____ in front of you, but this chart hi_____ our main fi_____.
- Complete the chart, which shows the results of the survey referred to in c.

Nationwide survey

Reasons given for not becoming a member of MaxOut Health Clubs



- What product do you think the speakers are about to present?
- ### Extract 3
- What is the product? _____
 - How much of the project budget was spent on making the prototype? _____
 - How long has it taken to develop? _____
 - Complete the product features chart.
 - What's the main selling point? _____
 - In what ways do you think the product would benefit MaxOut's main business? _____

Main product features

weighs just over _____
fits easily into _____
assembles in _____
35 different _____
settings _____