

Brainstorming



This week...

Peter and Mark are brainstorming ideas on the most effective ways to advertise and sell the new products they are about to release to the market.

Lesson Objectives...

- Brainstorming
- Sharing opinions and ideas

Business English Conversation

Advanced Class

Warm Up – Topic Question



Do you often get together with your colleagues for brainstorming sessions?

Picture Description

What are they having a brainstorming session about?



B



A



What are they discussing?

Peter	Hi Mark. We have to think of effective ways to sell our new products.
Mark	I haven't given it much thought yet, but making a TV commercial might be a good way to advertise.
Peter	That is something we could possibly do. How about we write up a proposal first and submit it to the board?
Mark	I agree. I wonder if it would also be possible to exhibit our products at the international trade show next month.
Peter	That is something worth considering. Just thinking aloud for a moment, it seems online advertising has become quite popular these days.
Mark	That is definitely something we should look into.
Peter	There are many ways to advertise. We just have to find the best ways that will work for us.
Mark	For now, let's just get all our ideas down and discuss them in more detail later.

We have to think of effective ways to sell our new range of products.

1. We have to think of effective ways to
2. I haven't given it much thought yet, but
3. I wonder if it would also be possible to
4. Just thinking aloud for the moment, it seems



Role Play – Brainstorming

Student A and Student B are brainstorming ideas on the most effective ways to advertise and sell the new range of products they are about to release to the market.



Student A: Tell Student B you have to think of effective ways to advertise.

Student B: Offer a **Suggestion**.

Student A: Respond to Student B's suggestion.

Key Phrases

- We have to think of effective ways to
- I haven't given it much thought yet, but
- It might be a good idea to
- I wonder if it would also be possible to
- Just thinking aloud for the moment, it seems
- Can you think of any other ideas?
- That is something we should definitely look into.
- For now, let's
- *Other*

Suggestions

- TV commercial
- Radio
- Online advertising and promotions
- Newspaper/Magazine advertisement
- Trade show
- *Other*



1. Japanese companies should encourage their employees to share their opinions and ideas more.
2. The management style is changing in big Japanese corporations these days.
3. Brainstorming is effective for all departments in a company.

- Do you often share your opinions and ideas with your co-workers?
- Is brainstorming encouraged at your workplace?
- Do you think the management style of Japanese companies is changing?

- advertise - *We need to think of ways to **advertise**.*
- agree - *I completely **agree** with what you said.*
- exhibit - *Let's **exhibit** our products at the trade show.*
- detail - *I don't know about the specific **details** yet.*
- possible - *Do you think it will be **possible** to do that?*
- proposal - *Let's go over the **proposal** again.*
- submit - *I need to **submit** the documents by 5 pm.*
- worth - *Do you think it will be **worth** meeting him?*