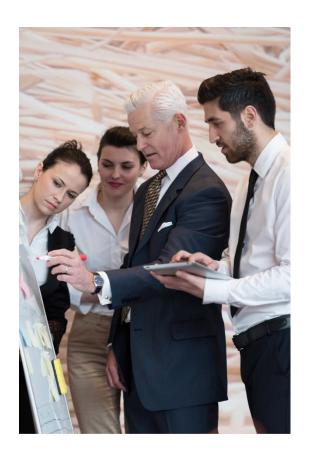
# **Brainstorming**





### 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?







What are they discussing?



Peter

Mark

Peter

Mark

Peter



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.

That is something we could possibly do. How about we write up a proposal first and submit it to the board?

I agree. I wonder if it would also be possible to exhibit our products at the international trade show next month.

That is something worth considering, Just thinking aloud for a moment.

That is something worth considering. Just thinking aloud for a moment, it seems online advertising has become quite popular these days.

That is definitely something we should look into.

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.

### **Sentence Building**



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

### **Agree or Disagree**





- 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.
- Brainstorming is effective for all departments in a company.

#### **Discussion**



- 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?

### **Word Index**



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?