

# 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

## Basic Class



Do you often brainstorm with your colleagues?

# Picture Description

What are they having a brainstorming session about?



B



A

What are they discussing?

\*Create a short story using the following format

- 1. Who
- 2. Where
- 3. When
- 4. What's happening?

\*Create simple sentences using the vocabulary

1. advertise
2. possible
3. exhibit
4. consider
5. popular

We need to **consider** all the options.



1. **We have to think of effective ways to promote our product.**
2. **I haven't thought about it yet, but advertising on the radio might be good.**
3. **I wonder if it would also be possible to talk about it again tomorrow.**
4. **For now, let's take a break.**

- Words
- Phrases

|              |  |
|--------------|--|
| <b>Peter</b> | Hi Mark. <b>We have to think of effective ways to</b> sell our new products.                                       |
| <b>Mark</b>  | <b>I haven't thought about it yet, but</b> making a TV commercial might be a good way to <b>advertise</b> .        |
| <b>Peter</b> | That is something we could possibly do.  |
| <b>Mark</b>  | <b>I wonder if it would also be possible to exhibit</b> our products at the international trade show next month.   |
| <b>Peter</b> | That is something we should <b>consider</b> . Also, online advertising has become quite <b>popular</b> these days. |
| <b>Mark</b>  | That is definitely something we should think about.  |
| <b>Peter</b> | There are many ways to advertise. We just have to find the best ways that will work for us.                        |
| <b>Mark</b>  | <b>For now, let's</b> write our ideas down and discuss them later.   |

1. We have to think of effective ways to .....
2. I haven't thought about it yet, but .....
3. I wonder if it would also be possible to .....
4. For now, let's .....

# Correct Responses - Prepositions

1. A: What do you think is a good way to advertise our product?  
B: I think advertising .... the newspaper might be effective.

in / on / to

2. A: We have to think of the best way that will work .... us.  
B: Yes. Let's have a meeting about it this afternoon.

from / with / for

3. A: Have you seen the notes from the meeting?  
B: I think I saw them .... the copy machine.

at / for / on

4. A: What time are we having our brainstorming session today?  
B: We are supposed to have it .... 4 pm.

in / to / at

5. A: Is the management style .... this company changing?  
B: Yes. I think it is improving these days.

on / to / at

6. A: Who is coming .... you to the brainstorming session?  
B: I think I will be the only one going today.

to / for / with



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

**Student B:** I haven't thought about it yet, but **Suggestion** might be a good way.

**Student A:** What do you think we should do?

\* Continue the conversation using your own words and the **Key Phrases** from below.

## Key Phrases

- It might be a good idea to ....
- I wonder if it would also be possible to ....
- That is something we should consider.
- Can you think of any other ideas?
- That is definitely something we should think about.
- For now, let's ....
- *Other*

## Suggestions

- advertising on TV
- advertising on radio
- online advertising and promotions
- placing an advertisement in a newspaper/magazine
- exhibit at a trade show

- Do you often have meetings to share your ideas and opinions 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.*

consider - *We should **consider** all the options.*

exhibit - *Let's **exhibit** our products at the trade show.*

detail - *I don't know about the specific **details** yet.*

popular - *That is a very **popular** method these days.*

possible - *Do you think it will be **possible** to do that?*

promote - *How are we going to **promote** our business?*