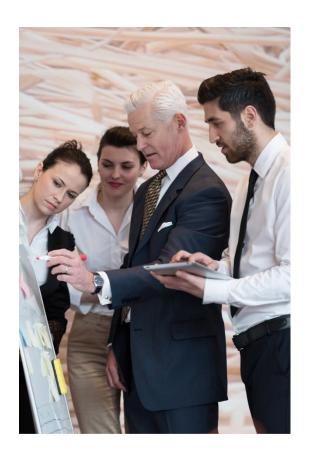
# **Brainstorming**





## 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** 

# Warm Up - Topic Question





Do you often brainstorm with your colleagues?

# **Picture Description**



What are they having a brainstorming session about?





What are they discussing?



- \*Create a short story using the following format
- 1. Who
- 2. Where
- 3. When
- 4. What's happening?

## Words



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

- \*Create simple sentences using the vocabulary
  - 1. advertise
  - 2. possible
  - 3. exhibit
  - 4. consider
  - 5. popular



#### **Phrases**



- 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.



Mark

Peter

Mark

Peter



- Words
- Phrases

Peter	Hi Mark. We have to think of effective ways to sell our new products.

Mark I haven't thought about it yet, but making a TV commercial might be a good way to advertise.

**Peter** That is something we could possibly do.

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

That is something we should consider. Also, online advertising has become quite popular these days.

That is definitely something we should think about.

There are many ways to advertise. We just have to find the best ways that will work for us.

Mark For now, let's write our ideas down and discuss them later.

# **Sentence Building**



- 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 ......

Meetings

# **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



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

<u>3.</u>

A: Have you seen the notes from the meeting?

B: I think I saw them .... the copy machine.

at / for / on



A: What time are we having our brainstorming session today?

B: We are supposed to have it .... 4 pm.

in / to / at



A: Is the management style .... this company changing?

B: Yes. I think it is improving these days.

on / to / at



A: Who is coming .... you to the brainstorming session?

B: I think I will be the only one going today.

to / for / with

### **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: 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

### **Discussion**



10

- 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?

#### **Word Index**



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?