

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

Super 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



Peter	Hi Mark. We have to put our heads together and come up with effective ways to sell our new products.
Mark	I haven't thought this through yet, but making a TV commercial might be a good way to advertise.
Peter	That is something we could possibly do, but it might be a good idea to 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 that is coming up later in the year.
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.



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.

Key Phrases

- We have to put our heads together and come up with effective ways to
- I haven't thought this through yet, but
- It might be a good idea to
- I wonder if it would also be possible to
- Just thinking aloud for the moment,
- That is something we should definitely look into.
- For now, let's
- *Other*

Ideas

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



Talk about one of the following topics for one minute:

1. Some situations when brainstorming may be effective
2. Sharing opinions and ideas in Japanese companies
3. The benefits of brainstorming

*Other students in the class, ask one question each to the presenter after the speech

- ☐ Is brainstorming encouraged at your workplace?
- ☐ Do you regularly meet with colleagues to discuss projects?
- ☐ Do you think the management style of Japanese companies is changing?

Please **keep an open mind** until you hear everything he wants to say.



keep an open mind – to wait until you know all the facts before forming an opinion

- We should **keep an open mind** until all the data is available.

think on your feet – to make a quick decision or give an answer quickly

- You must be able to **think on your feet** when asked difficult questions about your presentation.

great minds think alike – people who tend to come up with the same ideas at the same time

- I was thinking the exact same thing! **Great minds think alike.**