Stressed Out Shoppers

To Stress *Out* - This is a PHRASAL VERB. Sometimes these verbs can stress you out! They are verbs + prepositions. They are very useful but can be confusing. Whenever you see one (like in the title of this lesson) write it down with its definition.

Activity One - Phrasal Verbs: Here are some more examples: Match the definition to the verb.

VERB	DEFINITION
Calm down	- to compensate for
To make up for	- relax after being angry
Put up with	- make better
To Give Up	- handle or manage
To die down	- understand
To deal with	- abandon
To end up	- escape
figure out	- tolerate
Focus on	- concentrate on
Get away	- finally do
keep on	- become less strong
Improve upon	- continue to do
Stress out ⟷	Feel stressed



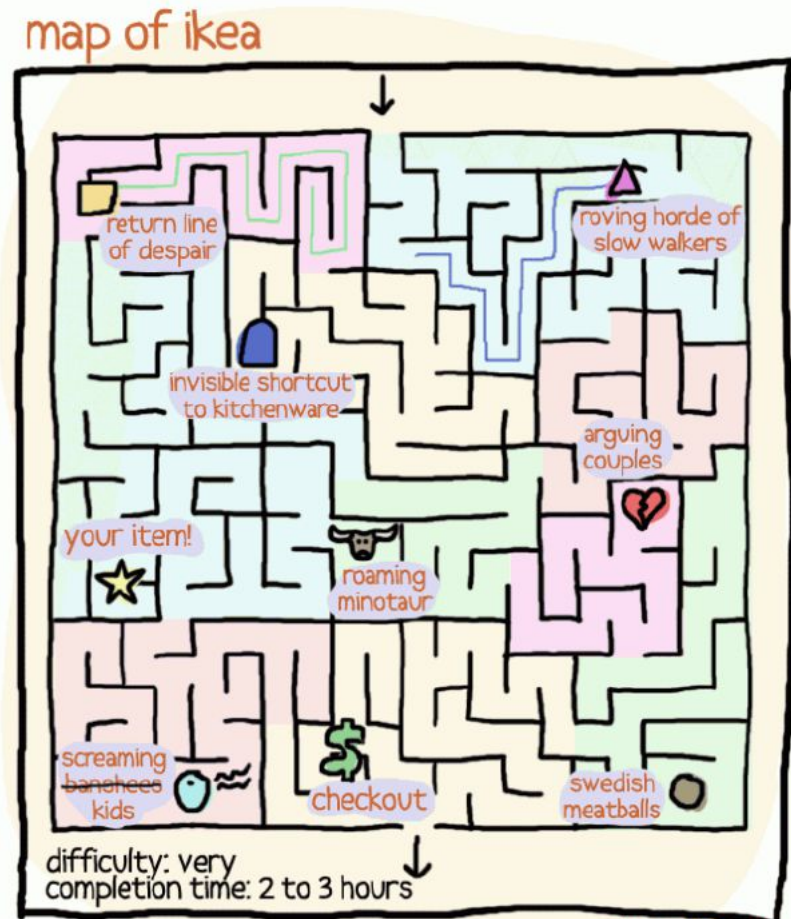
Activity Two - ***Study the image.***

What does it tell you about the Ikea Shopping experience for some people?

According to this 'map' which are the stressful parts of the store 'journey'?

Why is the map shaped like a maze?

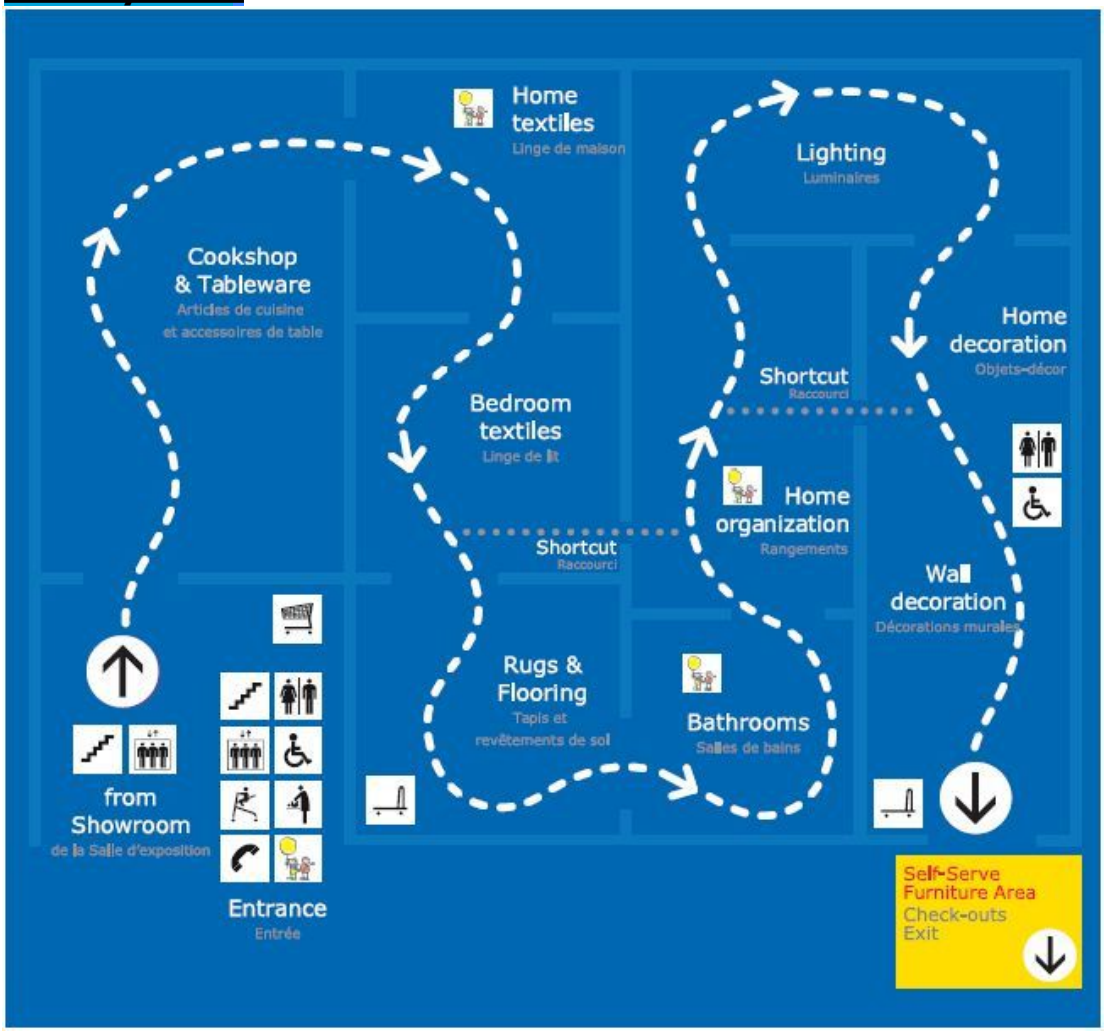
Is there anything positive on the map?



Activity Three - Now fill the caps with ***Phrasal verbs*** from activity One.

Ikea shoppers ..... the challenges of the store in different ways. Some get impatient and angry very easily. They follow the arrows for a long time to get to where they want to go and then they can't ..... the cash and carry system. Sometimes they ..... their frustration and ..... getting really angry.They might ..... if they find a friendly co-worker who understands how they feel and is able to help them. Others find the crowds stressful but .....the stress because they understand how Ikea works and know that the good design and value for money they will find ..... the waiting time. Others ..... when they can't find a parking space!By the time they have driven round in circles for half an hour they just want to .....! Some people find the store crowded but know that they can relax and dinner in the restaurant while the crowd ..... They enjoy a family visit and take advantage of the facilities. As shoppers become more and more demanding though, Ikea has to .... their services to keep everyone as free of shopping stress as possible!

Activity Four - Give me some direction!



1/ Direct me from the cook shop to the Rugs.

2/ I'm in the bedroom area and need the toilet urgently. Give me directions.

3/ I am in the self serve area getting ready to go to the check out when I realize that I forgot to look at the bathroom area to choose some accessories. How to I get back?

Activity Five - Stress In English.

In English stress is very important. We use it to make ourselves clear as part of **INTONATION** and it's also important to get it right in **SYLLABIC STRESS**.

Here is some useful information about both of those **types of stress**!

Word Stress and Sentence Stress *by Josef Essberger*

Normally when we say "I feel stressed" it means "I feel anxious". Stress is a kind of worried feeling about life or work. But there is another kind of stress that actually helps us understand. This other kind of stress is an accent that we make on certain syllables and words when speaking English.

In some languages, people say each syllable with equal force. But in English, and some other languages, we put a big force (stress) on some syllables and no force on other syllables or words. This can make it difficult for speakers of other languages to understand English that is spoken quickly. Of course, for native speakers it is not difficult - in fact, stress actually helps native speakers understand each other. So it is very important.

We will talk here about WORD STRESS (stress on a syllable inside a word) and SENTENCE STRESS (stress on words inside a sentence).

WORD STRESS

Take 3 words: photograph, photographer and photographic. Do they sound the same when spoken? No. Because ONE syllable in each word is STRESSED (stronger than the others).

PHOtograph

phoTOgrapher

photoGRAPHic



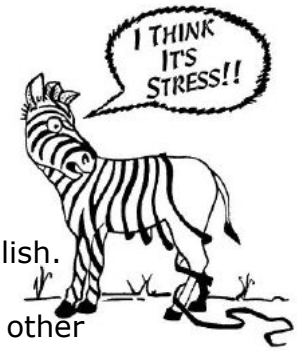
This happens in ALL words with 2 or more syllables: TEACHer, JaPAN, CHINa, aBOVE, converSAtion, INteresting, imPORtant, deMAND, etCETera, etCETera, etCETera

The syllables that are not stressed are "weak" or "small" or "quiet". Native speakers of English listen for the STRESSED syllables, not the weak syllables. If you use word stress in your speech, you will instantly and automatically improve your pronunciation and your comprehension.

If you have an English teacher, you can ask her to help you understand word stress. Or you can try to hear the stress in individual words each time you listen to English - on the radio, or in films for example. Your first step is to HEAR and recognise it. After that, you can USE it.

Two important rules about word stress:

1. One word, one stress
2. The stress is always on a vowel



SENTENCE STRESS

Sentence stress is another golden key for speaking and understanding English.

With sentence stress, some words in a sentence are STRESSED (loud) and other words are weak (quiet). Look at the following sentence: "We want to go."

Do we say every word with the same stress or force? No. We make the important words BIG and the unimportant words small. What are the important words in this sentence? Yes, that's right: WANT and GO.

- We WANT to GO.
- We WANT to GO to WORK.
- We DON'T WANT to GO to WORK.
- We DON'T WANT to GO to WORK at NIGHT.

Now that you know that word stress exists, you can try to learn more about it.

You should KNOW that SENtence and WORD STRESS are VERy imPORtant !!!

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Activity Six - Now read the article from your manual and pay attention to your intonation and stress!

"We might get stressed at times and so might our customers. But, what is stress then? Let's take a closer look at what's happening in the mind and the body.

The fight-or-flight response (also called the fight-or-flight-or-freeze response, hyper arousal, or the acute stress response) was first described by Walter Bradford Cannon.His theory states that animals react to threats, preparing the animal to fight or flee. Stress is the emotional and physical way in which our bodies respond to pressure. When our body or mind cannot meet the demands made upon them – we feel stressed. Stress floods the brain with powerful hormones (e.g. cortisol and adrenaline) meant for short-term emergency situations (like meeting a dangerous animal) to prepare for Fight or Flight!

It's almost impossible to live without some stress. And most of us wouldn't want to, because it gives life some spice and excitement. But if stress gets out of control, it may harm your health, your relationships, and your enjoyment of life. Stress is like the fire department of the body. But the body doesn't have the resources to fight fires 24/7.
So what do the customers find stressful in the Ikea shopping experience?

Traffic jams on the way to the store - Crowded store - Waiting times, queues, takes a long time to buy a small thing - Out of stock, disappointment - Lack of information – don't understand how to shop at IKEA - Getting lost in the store (or losing a family member!)

"So, sometimes customers bring their stresses with them from outside the store, and sometimes they find the shopping experience itself stressful. This obviously affects the way they interact with you, so it helps to be aware, and to consider your response carefully. The ideal thing is to neutralize the customer's stress – and your own!"

“There are many ways to turn negative customer experiences into positive ones. These are the steps they all have in common:



1) Listen... really Listen... to the customer’s complaint.

2) Take the complaint serious even if it is a small one, in your opinion.

3) Resolve the complaint. And if you are unable to do so at that given moment, take ownership of resolving the complaint.

4) Offer apologies for not meeting the customer’s expectations right away.

Activity Seven - **Stressed and Furious!** Act out the following situations with your teacher: Think about the intonation and stress you use, try to show your concern and empathy through the tone of your voice. Respect the four steps above...

1/ A man went to the store with his whole family ready for a nice family day out, he drove a long way and there was a lot of traffic. His baby was crying a lot in the car. He was very stressed. Then it was hard to find a parking space. The children were excited about Smalland though. Finally when they arrived in the store they found that there was no childcare facility in that particular store! They were so disappointed that they just wanted to get away. They turned around and drove home! The man is calling to complain.

2/ A lady has ordered a sofa and television from home shopping. She has all of her family coming to visit her for the holidays. The delivery did not arrive on time and now she has been told that it is out of stock. She is very angry and you need her to calm down!

3/ A client is complaining because they went very far to pick up their new kitchen and when they unwrapped the parcels at home they found that the drawers were not included and some screws were missing. They are really stressed out about how to deal with the situation.

Activity Eight - Look at the **images**. Say how the people feel and why... how would you reassure them? What do you think made them stressed ?





