EASY ACCESS ENGLISH

Strategise with Success

Explain your Strategy. **Justify** your decisions. **Illuminate** your ideas!

Langage ciblé: Structure des phrases et idées. Mots-clefs et expressions pour structurer vos idées. Utilisation des différents temps passés.

When you explain your strategy you want people to see the sense of your ideas and follow you. Therefore it's essential that they understand you clearly from the start.

This is why it's most important to stick to **short sentences**, **structure** what you are saying and **emphasise** the key points.

Talk clearly about **experience** which has lead you to reach certain decisions.

Today we will learn how to do that.



Short and simple

The first rule is KISS
Keep
It
Short *and*
Simple

- Each point **you make has to be concise.**
- **Don't** try to translate complicated French thoughts.

Structure

- **Structure** what you are saying with discourse markers (or linking words).

- **Discourse markers** or **linking words** indicate how one piece of discourse is connected to another piece of discourse. They show the connection between what has already been said and what is going to be said. There are a lot to choose from which means that you don't have to repeat the same ones each time…

Emphasis

- There are different ways to **emphasise key information**.

  - You can repeat things, but using different words.
  - You can come back to a point at the end, to make it the lasting concept of your speech.
  - You must use intonation and stress to emphasize the important information and to make your ideas easier to follow and understand.

Clarity

-You need to use the **past tenses** correctly when talking about past experience, market research findings, and recent results.



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So let's start by having a look at some **discourse markers.**

To introduce what you are saying
I'd like to start by saying
Essentially
Basically

To introduce a point
Obviously
Clearly

To add an aside
Incidentally
Still
Besides

To link two opposing ideas
However
Nevertheless

Contrasting
On the one hand
On the other hand
Despite the fact that
Although
On the contrary

To clarify/add emphasis
In other words
Let alone

To refer to something
Regarding
As regards
As far as …… is concerned

To give an example
Namely
Say…
For instance

To go on to say something more
Moreover
Furthermore
In addition
Likewise
What's more

To deduce or draw conclusions
Therefore
This means that
What this means is that…
As a result
For this reason
This is why
Consequently
Despite this
Hence

To conclude what you are saying
Finally
On the whole
To sum up
In conclusion
All in all
I'd like to conclude by saying

Let's practice. *You will be given an idea to present to the group. You must structure a short presentation of this idea using the above linking words. ONLY USE SHORT SENTENCES. Also remember to emphasise the key points.*

1. You'd like to replace all the coffee machines in the building with herbal tea dispensers because you know that coffee is unhealthy.

2. You'd like to convert the staff parking area into an onsite spa and oblige everyone to take the train and a bike to work for health reasons.

3. You think that the coffee room should be changed into a cocktail bar because people need to relax and get to know each other better in the service office.

4. You think that in order to promote a more ecological approach to work, everyone should work from home at least three days a week to reduce their carbon footprint.

5. In order to obtain a healthier work life balance you suggest that the office should be open from 7am to 3pm and that everyone should be able to get their work done within those times.

6. To ensure that people really understand each other's jobs you are suggesting that once a month everyone swaps jobs.

Past Tense Proof

We often go back to the past to find proof or information to justify our present decisions. To do this we use the following tenses:



Simple Past
We found out – ***this happened some time ago***
We learned from our research – ***in general or not that recently***
Our results last year showed that…

Present perfect
We have found that - ***more immediate consequences on the present***
We have analysed the brand capital results
We have learned from recent research
Recent results have proved that

Past continuous
We were testing the new software but had to stop because there was a problem with it.
– the action was happening for a longer time in the past but was interrupted.
We were having some problems with our cleaning company and we had to fire them.

Present perfect continuous
We have been conducting some tests – ***this action started in the past but continues now***
We have been using the hot spots for…
We have been offering…
We have been trying this out for a month now.

Past perfect continuous
We had been trying that out but stopped.
We had been using the store entrance for this but results were disappointing.
I had been organising weekly meetings but little by little people stopped coming.

Let's practice. Each give examples of the following **from your work**:

1. A new process or strategy, which you have been trying, out and is still being assessed.
2. Something you tried in your work, which is now finished.
3. Something you did over a period of time, which is finished now.

STRATEGIZE!

Present your **strategy for the coming year** using the key expressions from above, with emphasis on the key points and short, clear sentences. Use examples from past results and actions to prove your points and justify your decisions.

