

Business Communication

Discussing Marketplace Trends

Dialogue Builders

Michael Dyer

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Unit	Topic	Activity	
Unit 1	Start-up Success	<i>Explore factors contributing to start-up success through a role-play dialogue, focusing on elements like team dynamics, brand recognition, and financial management.</i>	1
Unit 2	AI in Business	<i>Discuss and solve common business problems using AI solutions, covering areas such as customer service, inventory management, and fraud detection.</i>	3
Unit 3	Innovation	<i>Generate questions from given statements about innovations in various fields, focusing on the application and impact of these innovations.</i>	5
Unit 4	Leadership	<i>Identify different leadership styles and their characteristics through a question and answer session, examining how each style impacts team dynamics and performance.</i>	7
Unit 5	Avoiding Failure	<i>Collaborate to match business problems with suitable solutions, addressing issues like financial planning, marketing strategies, and employee morale.</i>	11
Unit 6	Collective Creativity	<i>Engage in a group activity to gather necessary information for managing a project, emphasizing collaboration and strategic alignment.</i>	15
Unit 7	Corporate Monopolies	<i>Role-play a dialogue between a regulator and a CEO discussing the implications of a proposed merger, focusing on maintaining fair competition.</i>	19
Unit 8	Honesty in Business	<i>Survey and discuss personal experiences with dishonest business practices, analyzing the impact on consumer loyalty and trust.</i>	20
Unit 9	The Modern Consumer	<i>Share experiences and preferences related to modern consumer behavior, such as online shopping, sustainability, and personalized experiences.</i>	21
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Unit 11	Online Connectivity	<i>Discuss various aspects of online business practices, including cybersecurity measures, the benefits of social media, and managing online reputation.</i>	24
Unit 12	Reimagining Business	<i>Share and discuss the benefits of a relaxed office environment, focusing on creativity, employee satisfaction, and adaptability.</i>	25

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Objective: Discuss key factors that make start-ups successful.

Instructions:

1. Read the dialogue with your partner.
2. Choose the best reply from the list.
3. Take turns asking and answering questions.

Dialogue

Student A: Let's talk about what makes a startup successful. Why is it important to have a good team?

Student B: *Well, working with people who have the right skills is essential because talented and passionate people can help the business grow.* And what do you think about having a strong brand recognition?

Student A: That's true. ____¹. Speaking of trust, how do you think managing finances can affect a startup?

Student B: *Controlling expenses is crucial. If a startup spends too much money, it may run out of funds.* Speaking of funds, how important do you think seeking venture capital is for startups?

Student A: ____². What about innovation? Why is it important?

Student B: *Well, it goes without saying that innovative products can help a startup stand out from competitors.* With strong competition, how can a business gain customers?

Student A: ____³. On the topic of growth, why does scalability matter?

Student B: *Establishing infrastructure to grow the business is important because it allows a business to expand without problems.* How do you think market conditions impact a startup?

Student A: ____⁴. What about having a clear business plan? How crucial is that?

Student B: *A clear roadmap for the business shows the team direction and helps attract investors.*

Student A: Yes, I agree.

Student A Factors

- a. Acquiring investment from venture capitalists can provide the necessary funds to grow and develop the business.
- b. Building relationships with customers, such as through social media, is key to gaining loyal clientele who support your business.
- c. Economic conditions can greatly affect how well a startup does. Research and understanding the market helps make better decisions.
- d. Being well-known in the market helps attract customers and build trust.

Objective: Discuss key factors that make start-ups successful.

Instructions:

1. Read the dialogue with your partner.
2. Choose the best reply from the list.
3. Take turns asking and answering questions.

Dialogue

Student A: Let's talk about what makes a startup successful. Why is it important to have a good team?

Student B: ____¹. And what do you think about having a strong brand recognition?

Student A: That's true. *Being well-known in the market helps attract customers and build trust.* Speaking of trust, how do you think managing finances can affect a startup?

Student B: ____². Speaking of funds, how important do you think seeking venture capital is for startups?

Student A: *Acquiring investment from venture capitalists can provide the necessary funds to grow and develop the business.* What about innovation? Why is it important?

Student B: ____³. With strong competition, how can a business gain customers?

Student A: *Building relationships with customers, such as through social media, is key to gaining loyal clientele who support your business.* On the topic of growth, why does scalability matter?

Student B: ____⁴. How do you think market conditions impact a startup?

Student A: *Economic conditions can greatly affect how well a startup does. Research and understanding the market helps make better decisions.* What about having a clear business plan? How crucial is that?

Student B: ____⁵.

Student A: Yes, I agree.

Student B Factors

- a. Establishing infrastructure to grow the business is important because it allows a business to expand without problems.
- b. Well, working with people who have the right skills is essential because talented and passionate people can help the business grow.
- c. A clear roadmap for the business shows the team direction and helps attract investors.
- d. Controlling expenses is crucial. If a startup spends too much money, it may run out of funds.
- e. Well, it goes without saying that innovative products can help a startup stand out from competitors.



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