12 | Innovation

Working with words

2

1 To create an atmosphere where people are able to have their best new ideas.

3

1 concept
2 brainchild
3 innovative
4 ‘a-ha’ moment
5 facilitators
6 catalyst
7 come up with (note change of tense from text)
8 obstacle
9 prototype

4

1 How can I get a new job?
2 How can I find someone to invest in my prototype?
3 How can I start my own catering business?

5

<table>
<thead>
<tr>
<th>Job / Company</th>
<th>Technology</th>
<th>Idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>dynamic</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>original</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>reliable</td>
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<tr>
<td>revolutionary</td>
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<td>✗</td>
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<tr>
<td>simple</td>
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<td>✗</td>
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<tr>
<td>sophisticated</td>
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<tr>
<td>traditional</td>
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<td>✗</td>
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</tbody>
</table>

Business communication skills

2

Points 1 and 2 are in the wrong order.
1 Current company situation
2 How we want to be seen
3 Finding a mission statement

3

a 4 c 2 e 3
b 7 d 1 f 6 g 5
Words that describe the company, including the views of the oldest and newest customers.

1. Let’s look at this.  
2. As you can see,

He thinks that employees often have no idea what the mission statement of their own company is.

1. That’s everything I want to say for the moment. 
2. Thank you all for listening. 
3. The main reason for this meeting is to … 
4. Are there any questions? 
5. We think it’s a good idea because …

Practically speaking

1. 3, 5, 4

Language at work

1. most valuable assets  
delivers the best sound quality  
that’s the furthest of*  
participants are happiest

* Note that a student may use the comparative further than, which is also acceptable here.

2. 1 films like Toy Story and Shrek 2  
2 a new videoconferencing system

3. For most people, DreamWorks Animation (DWA) is probably best known for producing films like Toy Story and, recently, Shrek 2, which was the third highest-grossing film of all time. However, the company’s latest release isn’t a film, but what may be the most sophisticated videoconferencing system the world has ever seen.
Case study

Discussion

1 - 3

Possible answers

1  **Kenguru car**: small, stylish and easy to park, gives user freedom and independence.  
   **Pump**: powered by sun’s heat, needs no electricity, has no moving parts, cheap to produce.

2  **Kenguru car**: wheelchair users.  
   **Pump**: farmers or manufacturers of central-heating.

3  **Kenguru car**: could be targeted at wheelchair users, health-care centres, and hospitals. It might also be targeted at old people’s homes.  
   **Pump**: could be marketed to governments and NGOs in countries in the developing world. With global warming and scarce water resources, the market demand may also grow around the world.