

Unit 9 - Values



The objectives for this unit are:

- vocabulary: learn words and phrases for talking about values.
- communication: practise reaching agreements.
- grammar: study study the use of inversion for adding emphasis.

Unit 9 - Values – Vocabulary I

The following words and phrases appear in the text you are going to read in this section:

strive try very hard to achieve something

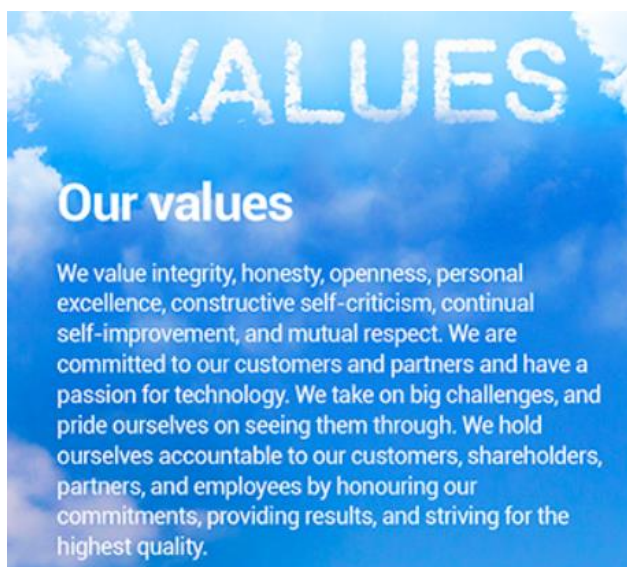
We encourage all members to strive for the highest standards.

scrutiny careful and thorough examination

The documents should be available for public scrutiny.

cohesively in a way which forms a united whole

The departments will be more effective if they act cohesively.



THE FIVE CORE VALUES UNDERPINNING THE WAY WE DO BUSINESS ARE:

Integrity. We must conduct our business fairly, with honesty and transparency. Everything we do must stand the test of public scrutiny.

Understanding. We must be caring and show respect and compassion for our colleagues and customers around the world, and always work for the benefit of our country.

Excellence. We must constantly strive to achieve the highest possible standards in our day-to-day work and in the quality of the goods and services we provide.

Unity. We must work cohesively with our colleagues across the group and with our customers and partners around the world, building strong relationships based on tolerance, understanding, and mutual cooperation.

Responsibility. We must continue to be responsible and sensitive to the countries, communities, and environments in which we work, always ensuring that what comes from the people goes back to the people many times over.

Talking about values: Read the texts and check your understanding

Read the texts and answer the questions. (First statement = 'Our values'. Second statement = 'The five core values underpinning the way we do business are:')

Which statement or statements talk about the society that the company works in?

- A. First statement
- B. Second statement
- C. Both statements
- D. Neither statement

Which statement or statements talk about the history of the company?

- A. First statement
- B. Second statement
- C. Both statements
- D. Neither statement

Which statement or statements talk about the staff that work for the company?

- A. First statement
- B. Second statement
- C. Both statements
- D. Neither statement

Which statement or statements talk about the people that buy from the company?

- A. First statement
- B. Second statement
- C. Both statements
- D. Neither statement

Which statement or statements talk about giving feedback to employees?

- A. First statement
- B. Second statement
- C. Both statements
- D. Neither statement

Which statement or statements talk about self-development?

- A. First statement
- B. Second statement
- C. Both statements
- D. Neither statement

Talking about values: Match the verb phrases to the definitions

Match the verb phrases to the definitions. You can use the text to help you.

1	conduct business with	take satisfaction in
2	have a passion for	be dedicated to
3	work cohesively with	work with
4	be committed to	do business with in a unified way
5	hold oneself accountable to	try to attain
6	strive to achieve	carry on being understanding
7	pride oneself on	be answerable to
8	continue to be sensitive to	be enthusiastic about

Unit 9 - Values – Vocabulary II

The following words and phrases appear in the recording from the online course:

marked noticeable; easy to see

There has been a marked increase in sales this year.

scandal behaviour or an event that people think is morally or legally wrong and which causes public feelings of shock or anger

There has been another scandal in the financial sector.

downturn a fall in the amount of business that is done

The downturn in sales has affected the bottom line.

uptake the rate at which something happens

The uptake of the new software has been slow.

hostile very unfriendly or aggressive and ready to argue or fight

The speaker got a hostile reception from the audience.

irretrievably in a way that you can never get back or never make right
The organization has been irretrievably damaged by the allegations.

stall stop making progress
The economy stalled last year and has yet to recover.

trend a general direction in which a situation is changing or developing
There is a growing trend towards early retirement

Talking about values: Practice

Choose the correct adverbs to complete the sentences.

1. Our new product is _____ (increasingly/profoundly/significantly) different from the competition.
2. The economy is _____ (relatively/irretrievably/potentially) stable despite reports.
3. A fall in interest rates would be _____ (surprisingly/potentially/significantly) disastrous for our company.
4. Our customers have been _____ (appreciably/relatively/surprisingly) more hostile since the mistake with the invoices.
5. This change in quality is _____ (unexpectedly/profoundly/relatively) worrying.
6. The rise in costs has been _____ (unexpectedly/significantly/appreciably) rapid.
7. It's getting _____ (increasingly/potentially/unexpectedly) difficult to source good local products.
8. These news reports may be _____ (irretrievably/considerably/increasingly) damaging for our company.

Unit 9 - Values - Communication

Key words from the unit related to reaching an agreement::

Stating the position We are in a very difficult situation. We have reached the point where we have no other option than to ... This is beyond our control. We are stuck with this situation.	Showing willingness to negotiate Let's try to find a way round this. That's not out of the question. I'd be willing to ...	Agreeing on a solution Are we all agreed? I'll go along with ... That sounds feasible.
Trying to reach a compromise Could you make do with ...? What would you say to doing ...? Would you consider ...?	Being unwilling to negotiate I have to say no to ... That's out of the question. I'm afraid it is just not possible. I refuse to budge on this. I have to stay firm on this. That just won't work. We can't possibly ...	

Reaching an agreement: Practice

Read the dialogue and write the correct words to complete the sentences You must only write one word in each space.

EXAMPLE Johann	I see we are in a very difficult position here.
Abdul	Yes, it's difficult, but let's try to find a round this.
Johann	OK. Would you giving us a 35% discount to cover costs?
Abdul	I'm afraid that's out of the , no discounts.
Johann	Well, I'd be to accept 30%.
Abdul	No, I'm afraid I to budge on discounts.
Johann	So, it looks like we're with this situation.
Abdul	What would you to us delivering half now and half next month, and we'll pay for the second delivery?
Johann	That feasible.
Abdul	Are we , then?

Unit 9 - Values - Grammar: Using inversion for emphasis

Questions

The most common uses of inversion are in questions and short answers.

1 In inversion, the auxiliary comes before the subject.

A Have you met the new boss yet?

B No, I haven't.

C Neither have I.

2 Do / does is used as an auxiliary with simple-tense verbs.

Does Chris like the new receptionist?

3 Ordinary verbs *be* and *have* and modal auxiliaries do not require *do*.

Was I the best candidate?

Can you help us?

As well as in questions, inversion is used in a variety of structures, often formally.

Negative expressions

1 Inversion is used after the negative words *neither* and *nor*, and after phrases with *not* and *no*.

In no way do I accept their conclusions. Neither do I think the report should be circulated.

Not without careful thought am I writing this letter. Nor is it without having consulted several of my closest associates.

2 We also use inversion after adverbs such as *seldom*, *rarely*, *scarcely*, *hardly* (*ever*), and *little* that restrict the meaning / reference of the verb that follows.

Rarely have I been to such a well-organized product launch.

Little did we know that she had accepted a position with our rivals.

Only

When *only* is used with time expressions or prepositional phrases, the verb that follows is inverted.

Only before 30 September can you hand in a non-calculated tax return.

Only by travelling overland will you really appreciate the country.

Participles

When participles are moved to the front position, inversion takes place in formal English.

Waiting for us in his office was my boss.

Conditionals

Instead of saying *if I had*, *if she was*, etc., we can use inversion. Note that *was* becomes *were*.

Had the minister announced the tax increases more openly, he would have faced a storm of criticism. (= *If the minister had ...*)

Had I been told about the dress code, I wouldn't have felt such a fool. (= *If I had ...*)

Were she to be fired, she'd probably sue. (= *If she was / were ...*)

We can use the inverted structure *should* + subject as another way of expressing condition.

Should we require further information, we will contact you again. (= *If we require ...*)

These forms are especially common with passive structures.

Using inversion for emphasis: Compare the sentences and answer the questions

Read the pairs of sentences and decide which sentences have standard word order (subject + auxiliary verb + main verb) and which have inverted word order (auxiliary verb + subject + main verb).

- A. One of our contracts has just trebled their order and another new contract has just come in.

B. Not only has one of our contracts just trebled their order, but another new contract has just come in.
- A. We have never suggested that we can be flexible on these dates.

B. At no time have we suggested that we can be flexible on these dates.
- A. If I had been given more notice on these other jobs, this wouldn't have happened.

B. Had I been given more notice on these other jobs, this wouldn't have happened.

Using inversion for emphasis: Practice

Complete the sentences by choosing the correct options.

1. *You were to take/Were to take you/Were you to take* the job, you would have to move to Oxford.
2. Under no circumstances *are allowed you/you are allowed/are you allowed* to use the Internet.
3. *Should require you/You should require/Should you require* any further information, please do not hesitate to contact us.
4. Not only *have we increased/have increased we/we have increased* sales, we've also reduced waste.
5. Coming through the airport lounge *was the CEO/the CEO was*.
6. Little *suspected we/we suspected/did we suspect* that the packages would arrive late.
7. *We had known/Had known we/Had we known* about the pollution issues, we wouldn't have done it.
8. At no time *we will produce/will we produce/will produce us* unethical products.
9. Rarely *I have seen/have seen I/have I seen* such enthusiasm.
10. Only on official business *wear I/I wear/ do I wear* a tie.