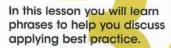
How to talk about best practice



Starter

 Discuss the following quotes about best practice.

Best practice just means copying the way someone else does something.

Best practice for you isn't necessarily best practice for us.

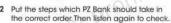
Following best practice isn't as important as avoiding worst practice.

The key obstacles to the spread of best practice are ignorance, conservatism, and laziness – people are unaware of what others are doing and reluctant to change their way of doing something.

Best practice has to be adapted to corporate and national cultures.

Expressions

- 1 Alejandro Covas, communications director of Unifinancio Bank, is visiting Magda Szwejkowski, his counterpart at PZ Bank in Warsaw, Poland. They are discussing the rebranding campaign due to the takeover by Unifinancio. All the banks in the group should follow best practice of AustBank in Austria, Listen to the three extracts from their meeting and answer the auestlons.
 - 1 What three things is Magda concerned about?
 - 2 How did AustBank manage the rebranding so successfully?



- change the name in the branches
- set up a project committee
 - change the logo on documentation
- overhaul the computer system
- launch the media campaign
- 3 What do the following phrases refer to? Listen again to check.
 - I have my reservations
 - how we go about the process
 - benchmark
 - they excelled at
 - the other key to Austria's success

Speaking

- 1 As training officer, you attend a meeting to discuss best practice in language training at your company. According to your head office, this means online language lessons. Use your notes below to help you discuss the issue with your counterpart from head office (your teacher).
 - Cheaper than traditional training Flexible schedule
 - ? Staff's computer skills How to monitor / motivate Technology needed Staff prefer to see teacher

Language box

We can use when to express a sequence or to show that an event happens at the same time as something else:

I'll email you when I have some news.
Sally phoned when I was in a meeting.

While and as also show that something happened at the same time as something else:

I read over the agenda of the meeting while I was waiting.

As Gwen was preparing the agenda, Anton gave her some amendments.

We also use as to show that something changes over time in connection with something else:

Your responsibilities will increase as you move up the company ladder.

Hint

If is easy to confuse by and until

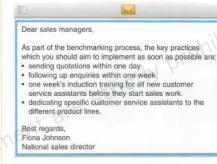
By shows that samething will happen at, on, or before a specific point in time

I'll arrive by 8 a.m. (= 1 may arrive earlier than 8 a.m. or at 8 a.m.)

Until shows that something continues up to a specific point in time. I'll be in the office until 5 p.m. (= I won't leave earlier than 5 p.m.)

Writing

- 1 As a sales manager, write a suitable reply to the email using the notes below. Try to use language from Expressions and the Language box.
 - · not enough staff in our office
 - only deal with two different lines
 - · useful to do some sales work with trainees before training?



As part of the benchmarking process, the key practices

- · following up enquiries within one week
- · dedicating specific customer service assistants to the



Look

Look at listening scripts 38.1-38.3 on page 136 and find more examples of adverbials of time.

Once is similar to after and shows that one event is a starting point for another event or

situation:

Listen to the second and third extracts

expressed in the dialogue.

2 to keep things the same

5 this is only relevant for

3 to change (two expressions)

best practice?

again and note how the ideas (1-5) are

1 How far should our media planning follow

4 I predict changing the logo will be difficult

Once we've moved to guieter premises, we'll be able to concentrate on our work.

Since refers to the starting point for something that continues up to now or for a period of time during which something happened:

We've changed our practice since the merger.

We can use before, after, when, and once to talk about the future. They are followed by a verb in the present tense or present perfect tense, not by will:

Jake will phone you before he leaves. I'll go home once I've finished the accounts.

10	22	0	n	re	0	0	rc

3 new words from this lesson	3 useful phrases from this lesson
1	1
2	2
3	3
Things to rememb	oer

