

# How to talk about best practice

In this lesson you will learn phrases to help you discuss applying best practice.

## Starter

- 1 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 Szejnkowski, 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 questions.

1 What three things is Magda concerned about?

2 How did AustBank manage the rebranding so successfully?

- 2 Put the steps which PZ Bank should take in the correct order. Then listen again to check.

\_\_\_ 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

It is easy to confuse **by** and **until**.

**By** shows that something will happen at, on, or before a specific point in time:

I'll arrive **by 8 a.m.** (= I 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.)

38.2  
38.3

- 4 Listen to the second and third extracts again and note how the ideas (1–5) are expressed in the dialogue.
- 1 How far should our media planning follow best practice?
  - 2 to keep things the same
  - 3 to change (two expressions)
  - 4 I predict changing the logo will be difficult
  - 5 this is only relevant for



## 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?

Dear sales managers,

As part of the benchmarking process, the key practices which you should aim to implement as soon as possible are:

- sending quotations within one day
- following up enquiries within one week
- one week's induction training for all new customer service assistants before they start sales work.
- dedicating specific customer service assistants to the different product lines.

Best regards,  
Fiona Johnson  
National sales director

## 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:

Once we've moved to quieter 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.

## Lesson record

3 new words from this lesson

1 .....

2 .....

3 .....

3 useful phrases from this lesson

1 .....

2 .....

3 .....

Things to remember

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