

6.2 Vocabulary Meetings, ethical behaviour and social performance

Meetings

1 Match up the phrases you might use in a meeting.

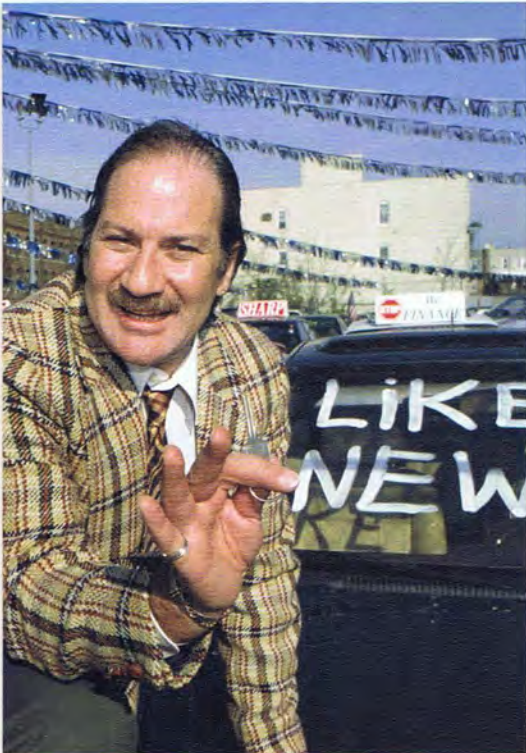
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|--|-------------------------------------|
| 1 I have received two | a) a copy of the agenda? |
| 2 Has everybody received | b) the meeting. |
| 3 If we can't agree, I think we should take | c) apologies for absence. |
| 4 It's getting late, so I propose we close | d) the agenda. |
| 5 I think this would be a good time to break | e) a vote. |
| 6 We have lots to discuss, so let's stick to | f) for lunch. |
| 7 It's five past nine, so I'd better open | g) side-tracked. |
| 8 Can we start by approving | h) any other business. |
| 9 We seem to have reached | i) handout. |
| 10 That's interesting, but I think we're getting | j) the meeting. |
| 11 I'll just give out this | k) a unanimous decision. |
| 12 Before we finish, we need to deal with | l) the minutes of the last meeting? |

2 Which phrases would you probably use:

- 1 at the beginning of a meeting? 2 at the end of a meeting?

Adjectives

3 Match the adjectives in **bold** in the article with the definitions below, as in the example.



ELASTIC ETHICS

It was Groucho Marx who said that if people didn't like his principles, he had others.

And unfortunately, business people and companies are not always as **reliable** or as **trustworthy** as we would like. Product descriptions are frequently not as **accurate** as they could be, for example when listing ingredients used in foodstuffs. Service is not always as **prompt** as we expect, even in so-called fast-food restaurants. But it is perhaps in the world of advertising where ethical standards seem to be the most elastic. Advertisements are frequently **deceptive** and often **confusing** or deliberately **misleading**, sometimes making extravagant promises. No doubt advertisers are neither more **dishonest** nor any less **altruistic** than the rest of us; they do not often make obviously **false** claims. It's just that, like Groucho, they sometimes seem a little too economical with the truth.

- | | |
|---|---------------|
| 1 immediate or quick | <i>prompt</i> |
| 2 willing to do things which are not honest | |
| 3 intended to make someone believe something that is not true | |
| 4 appearing different from the way it really is | |
| 5 able to be trusted as honest | |
| 6 dependable | |
| 7 complicated, not easy to understand | |
| 8 not true | |
| 9 having a selfless concern for others' well-being | |
| 10 correct or true in every detail | |



"We could advertise it as 100% salt free."

Collocations

4 Finish these extracts from a guide to corporate social responsibility by completing each one with verbs from the box that collocate with the words in **bold**.

contribute identify with think supporting

PRO-ACTIVE SOCIAL PERFORMANCE

For most companies, rather than (1) _____ a different **charity** each year on an ad hoc basis, it is preferable to (2) _____ **long-term**. It can be very valuable for a company to (3) _____ **an issue** which is related to its business, and to (4) _____ **funds** regularly.

recognizing uphold obey respecting

ON-GOING SOCIAL PERFORMANCE

Obviously a fundamental of HR management is that companies should always (5) _____ **the law**. But above and beyond that requirement, they have a moral duty to (6) _____ **standards** of common decency. This means for example (7) _____ **human dignity** when there are problems, and (8) _____ **merit** when staff perform especially well.

negotiate acknowledge compensate limit

DAMAGE LIMITATION

The company's first duty in the case of an accident is to (9) _____ **the impact** of the problem on its staff and on the community. It is then essential to (10) _____ **the problem**: nothing less than total transparency will do. After the crisis has passed, management should allow sufficient time to (11) _____ **a settlement** which will satisfy all parties and (12) _____ **the victims** properly.

Internet research

Search for the keywords *Rhonda Abrams* to read more about Rhonda and her advice for entrepreneurs.

Listening for detail

5 2:51 Listen to a presentation entitled *Doing well by Doing good* given to an audience of entrepreneurs by Rhonda Abrams, columnist, author and consultant. Tick the expressions you hear.

- respect the environment
- play a positive role in
- obeying the law
- an honest, responsible business
- have a competitive edge over
- be involved in community causes
- responsibility to your customer
- act with integrity and honesty toward
- environmental policies
- get in trouble with regulatory agencies
- face lawsuits or fines
- misleading, confusing, or even false advertising or sales techniques
- treats employees, customers and suppliers fairly



Discussion

6 Rhonda Abrams talks about 'being a good corporate citizen'. What specific practices and policies do you suggest this involves in:

- R&D, production and quality?
- marketing and sales?
- HR?
- purchasing?
- finance?