

# Cross-functional Collaboration and Integration Discussion

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## 1. Role-Play Dialogue Text (Approximately 10 minutes)

**Scenario:** Leaders from different departments are discussing ways to enhance cross-functional collaboration and integration within their company.

### Participants:

- **Emma** (Marketing Director)
  - **David** (Product Development Manager)
  - **Sophia** (Finance Director)
  - **Michael** (CEO)
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**Emma:** Our latest campaign performed well, but I believe if we collaborate more closely with product development, then we could create marketing strategies that align better with product innovations.

**David:** I agree. Cross-functional integration is essential. If we work together from the early stages, we can ensure that product features match customer expectations before launch.

**Sophia:** That makes sense. However, we also need to consider financial feasibility. If we involve finance earlier, then we could allocate resources more efficiently.

**Michael:** Absolutely. A collaborative approach ensures transparency and avoids last-minute budget adjustments. If all departments align their strategies, then we could drive innovation and efficiency simultaneously.

**Emma:** Perhaps we should schedule monthly cross-functional meetings to discuss upcoming projects?

**David:** That's a great idea. If we set clear objectives for each meeting, then we could maintain focus and productivity.

**Sophia:** I can provide financial insights in those meetings to ensure alignment with our budget constraints.

**Michael:** Perfect. Let's initiate this strategy next quarter and track the impact on efficiency and innovation.

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## **2. Comprehension Questions and Sample Answers (Approximately 5 minutes)**

**Q1:** What is the main goal of the discussion?

**A1:** The main goal is to improve cross-functional collaboration and integration to drive innovation and efficiency.

**Q2:** Why does David support early collaboration between marketing and product development?

**A2:** He believes that aligning strategies early ensures that product features match customer expectations before launch.

**Q3:** How does Sophia suggest finance can contribute to the process?

**A3:** She suggests that if finance is involved earlier, they could allocate resources more efficiently and prevent last-minute budget issues.

**Q4:** What decision do the leaders make at the end of the discussion?

**A4:** They decide to initiate monthly cross-functional meetings and track their impact on efficiency and innovation.

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## **3. Teacher's Lesson Points (Concise Version)**

### **Pre-Class Preparation:**

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).

- Be ready to explain additional details related to cross-functional collaboration and integration.

### **Introduction (2–3 minutes):**

- Start with a warm-up discussion: “How does your company encourage cross-functional collaboration?”
- Introduce the lesson objectives: improving business communication using key phrases related to integration and collaboration.

### **Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural flow.
- Highlight key grammar structures such as conditionals and modal verbs.

### **Comprehension Check (5 minutes):**

- Ask the comprehension questions.
- Provide immediate, constructive feedback.

### **Role-Play Practice (Remaining Time):**

- Conduct a role-play session where the student takes one of the roles.
- Encourage the use of targeted vocabulary and grammar structures.
- Offer feedback on fluency and accuracy.

### **Wrap-Up (2–3 minutes):**

- Summarize key vocabulary and grammar points.
- Assign homework: “Prepare a short proposal on how to improve cross-functional collaboration using modal verbs and conditionals.”