

Lesson	Topic	Language Focus	Example Sentences
Lesson 1 – Managing People	Talk about leadership, delegation, and motivation	Grammar: Reported Speech; Vocab: leadership verbs	1. “He told me to delegate more tasks.” 2. “They said the team needed clearer goals.” 3. “She advised me to motivate staff with feedback.”
Lesson 2 – Negotiating & Persuading	Make offers, concessions, and close small deals	Grammar: Conditionals (2nd & 3rd); Vocab: negotiation verbs	1. “If we lowered the price, would you increase your order?” 2. “We could extend the contract if you agree to new terms.” 3. “If we’d known earlier, we could have changed our offer.”
Lesson 3 – Building Rapport	Develop trust and long-term client relationships	Vocab: trust verbs, Relationship idioms Pronunciation: Sentence stress & rhythm	1. “We’ve built a strong relationship with that client.” 2. “It’s important to keep in touch regularly.” 3. “She’s really good at breaking the ice with new customers.”
Lesson 4 – Marketing Messages that Work	Write persuasive marketing copy and campaign ideas	Focus: Tone, rhetorical devices, concision; Vocab: branding, USP, engagement	1. “Our slogan highlights what makes us unique.” 2. “The campaign targets young professionals.” 3. “We need a clear message that connects emotionally.”
Lesson 5 – Meetings with Impact	Lead discussions and summarise action points	Focus: Signposting and summarising; Vocab: action verbs	1. “Let’s move on to the next point.” 2. “To summarise, we agreed on three key actions.” 3. “Can we clarify who’s responsible for that task?”
Lesson 6 – Presenting with Confidence	Deliver effective presentations and handle questions	Focus: Presentation strategies; Vocab: presentation lexis; Pronunciation: Linking & connected speech	1. “I’d like to start by outlining the main objectives.” 2. “That’s a great question — let me explain further.” 3. “In conclusion, these changes will benefit our team.”
Lesson 7 – Problem Solving	Identify problems and propose structured solutions	Focus: Cause & effect language; Vocab: evaluation terms	1. “The issue was caused by poor communication.” 2. “As a result, production was delayed.” 3. “One possible solution would be to improve training.”
Lesson 8 – Business Trends	Discuss case studies and debate company strategies	Focus: Debate language, quantifiers; Vocab: KPI terms	1. “Sales have increased significantly over the past year.” 2. “It seems that productivity is closely linked to morale.” 3. “I disagree — the data shows a different trend.”
Lesson 9 – Critical Thinking	Build logical arguments and express opinions tactfully	Focus: Linking and hedging; Vocab: evidence verbs	1. “Research suggests this approach is more effective.” 2. “It could be argued that customer loyalty is key.” 3. “In my view, the evidence points toward digital growth.”
Lesson 10 – Review & Practice	Review and integrate all skills and concepts		