

Angielski z artykułem Business English



**Artykuł z czasopisma biznesowego
ze słowniczkiem, ćwiczeniami i nagraniami.**

Business Trends Everyone Must Be Ready For Now

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With the general global **economic downturn predicted** to get worse before it gets better, companies are likely to be **cautious** when it comes to spending and investing in new ideas. However, there are **a number of** trends that are simply too big to ignore or **put off until better days**. These are the areas where we can expect to see continued investment.

economic downturn - spowolnienie gospodarcze

predicted - przewidywane

cautious - ostrożny

a number of - wiele

put off until better days - odłożyć na lepsze czasy

Generative AI Everywhere

The Boston Consulting Group says that “to be an industry leader in five years, you need a clear and **compelling** generative AI strategy today.” AI and machine learning have been **making waves** for more than a decade, and are **thoroughly integrated** into many of the products and services we buy from major companies. Now, generative AI creates and intelligently **automates** the customer experience - as well as internal operations - of nearly every organisation.

compelling - przekonujący

make waves - wzbudzać zamieszanie/kontrowersje

thoroughly integrated - całkowicie zintegrowany

automate - automatyzować

Soft Skills And The Human Touch

As it becomes **feasible** to automate technical aspects of work - coding, research, or data management, for example - the ability to use soft skills for tasks that still **require** a human touch becomes **critical**. For this reason, in 2024, we will see organisations increasing their investment in developing skills such as emotional intelligence, communication, interpersonal problem solving, high-level strategy and leadership.

feasible - wykonalny

require - wymagać

critical - kluczowy

The Skills Solution

We've been hearing about the **skills shortage** for several years now. **Hiring practices** already **emphasise** selecting candidates with the specific experiences and skills, rather than qualities such as higher education. We will continue to see increased investment in training and **upskilling**, especially around innovative technologies such as generative AI.

Sustainable Business

Researches show that consumers **increasingly** prefer companies which promise to work on reducing their **environmental footprint**. We'll also get better at **spotting greenwashing**, where companies **pay lip service** to ecological movement just to hide environmentally unfriendly practices.

Personalization-at-Scale

L'Oréal has developed personalized cosmetics to **match customers' skin types**, and Nike and other manufacturers offer **custom shoes** in thousands of combinations of styles and colours. This will lead to companies of all sizes offering customised solutions to build stronger relationships with customers.

The Data Economy

Data is increasingly valuable for business. More and more companies **streamline** their operations by taking a **strategic approach** to their data. As a result, they are ready to take the next step - **monetizing** data itself. John Deere seems to be a good example. The company has **pioneered** selling data from its farm equipment back to farmers as **insights** to improve productivity. We should see this trend adopted by smaller companies.

skill shortage - brak kompetencji

hiring practices - praktyki rekrutacyjne

emphasise - podkreślać

upskilling - podnoszenie kwalifikacji

sustainable - zrównoważony

increasingly - coraz częściej

environmental footprint - wpływ na środowisko

spot - zauważyć

greenwashing - ekologiczne pranie mózgu (fałszywe zapewnienia o dbaniu o środowisko)

pay lip service - dawać wyłącznie ustne poparcie, puste obietnice

match sb's skin type - dopasować się do czyjegoś rodzaju cery

custom shoes - indywidualnie wykonane buty, na zamówienie

streamline - usprawniać

strategic approach - strategiczne podejście

monetize - monetyzować

insight - wgląd, spostrzeżenie

The Customer Experience Revolution

Traditionally a company might build a business model around **superior quality** or value. Now the focus is on ensuring that every single interaction and experience makes the customer smile. This means personalised marketing, on-time delivery, **smooth setup** and installation, and **efficient** problem resolution.

superior quality - doskonała jakość
smooth setup - bezproblemowa konfiguracja
efficient - wydajny

Remote And Distributed Work

It's **no longer** about companies **surviving the pandemic**, it's about offering flexible work, **valuing employees' time** and noticing the potential of a global workforce. Yes, some workers are returning to the office. But employers also want to **attract talent** from anywhere in the world. For these reasons, we'll continue to see **job postings** with "**remote**" or "**hybrid**" locations.

no longer - już nie
survive the pandemic - przetrwać pandemię
value employees' time - cenić czas pracowników
attract talent - przyciągać talenty
job posting - ogłoszenie o pracę
remote - zdalny
hybrid - hybrydowy

Diversity And Inclusivity

It's important to **ensure diverse** and **inclusive** workforces, but in the age of AI, as we increasingly **rely on machines** to make decisions, it's more important than ever.

ensure - zapewniać
diverse - różnorodny
inclusive - inkluzywny
rely on machines - polegać na maszynach

Resilience

Organisations want to be protected from whatever is **around the corner**. That could mean cyber attacks, economic downturns, environmental events, war or pandemics. It's about taking what we've learned from companies that have survived in **turbulent times** and using it to plan and prepare for what might happen tomorrow. The future is never **certain**, and building resilience to any **threats** will be a key business trend in the near future.

resilience - odporność
around the corner - tuż za rogiem
turbulent times - niespokojne czasy
certain - pewny
threat - zagrożenie

Exercise 1

Match the words to form expressions you could see in the article. Do you remember what they mean?

- | | |
|------------------|--------------|
| 1. Economic | A. talent |
| 2. Turbulent | B. approach |
| 3. Environmental | C. practices |
| 4. Hiring | D. quality |
| 5. Superior | E. downturn |
| 6. Make | F. times |
| 7. Attract | G. waves |
| 8. Strategic | H. footprint |

Exercise 2

Match the definitions with some of the bolded words in the article.

1. - possible to do
2. - very important
3. - far away, typically describing working from home
4. - careful
5. - with maximum productivity and minimum waste
6. - convincing

Exercise 3

Choose the best-fitting word to complete each sentence.

1. The manager tends to pay **mouth/lip/teeth** service to our concerns but rarely takes action.
2. Thanks to our IT team, we experienced a **rough/soft/smooth** setup of the new software.
3. Our company hired a **number/digit/letter** of new employees.
4. We need to be cautious, because changes in the market are just **around/about/aside** the corner.
5. The traditional office model is **ain't/no/not** longer the only option for many businesses.
6. In our factory, we rely **of/in/on** machines to streamline production and in-

Exercise 4

Complete the sentences with the expressions underlined in the article.

1. The company struggled during the (**spowolnienie gospo-
darcze**) but managed to stay afloat.
2. Our new software system is (**całkowicie zintegrowany**)
with existing processes.
3. Our CEO always wears (**buty wykonane na zamówienie**)
made by a local artisan.
4. Some projects were (**odłożone na lepsze czasy**) due to
budget constraints.
5. Employees are encouraged to engage in (**podnoszenie
kwalifikacji**) to adapt to changing technologies.
6. The company was accused of (**falszywe zapewnienia o
dbanie o środowisko**) for exaggerating its environmental efforts.

Exercise 5

Correct the sentences.

The company decided to automatizate repetitive tasks to improve productivity.
.....

It's not fesible to launch the project without funding.
.....

The manager empatized the importance of teamwork in achieving our goals.
.....

We want to screamlined our production process to reduce costs.
.....

The data provided valuable oversight into customer preferences.
.....

Cyber attacks is a constant treat to our digital infrastructure.
.....

Answer key

Exercise 1

- 1E
- 2F
- 3H
- 4C
- 5D
- 6G
- 7A
- 8B

Exercise 2

1. feasible
2. critical
3. remote
4. cautious
5. efficient
6. compelling

Exercise 3

1. lip
2. smooth
3. number
4. around
5. no
6. on

Exercise 4

1. economic downturn
2. thoroughly integrated
3. custom shoes
4. put off until better days
5. upskilling
6. greenwashing

Exercise 5

1. automate
2. feasible
3. emphasised
4. streamline
5. insight
6. threat

POBIERZ NAGRANIE ==>