

Lesson 7: Making predictions

READING

The end of gender

Faith Popcorn is a futurist, author, and founder and CEO of marketing consulting firm Faith Popcorn's BrainReserve. By watching and listening to events in the world, they spot trends and connections to predict future events.

Every year BrainReserve makes annual predictions. In 2011, the predictions were called The year of EN-GEN — the end of gender. They reported that The USA will not be divided into male and female, just human. Women are becoming more influential and powerful - women now hold 51% managerial or professional positions and 4 in 10 mothers are a household's main earner. Also single, childless women earn more than their male peers. Men's roles are changing as well. There was a 62% increase in stay-at-home dads between 2003 and 2008 and a 40% increase in male times men doing housework. So what does this all mean for the future?

There will be fewer male-dominated jobs like construction and manufacturing and more employment in female sectors such as education, healthcare and social services. Confused, unemployed, undereducated men will have to adapt to this woman-friendly world. One economist predicts that if they don't, they won't be needed anymore. So what trends are there that point to this change?

1 Products will not have a typical male or a female design. For example, Apple and Nespresso are just stylish neutral designs.

2 Hobbies and interests will change. In Japan, flower arranging is already a popular hobby for men and Japan is a country where many trends start.

3 Female values such as environmentalism and concern for the world will mean an increase in sales of electric cars.

4 A difficult economy will mean it's harder for older men to get work and there will be an increase in cosmetic surgery for men.

5 Increased concern about where food and products come from will mean more people buying vegan friendly products.

GRAMMAR

Future Simple (Predictions)

will

บอกเล่า will + v.infinitive
ปฏิเสธ will not + v.infinitive
คำถาม Will + S + v.infinitive?

V.to be going to

is, am, are + going to + V.infinitive
is, am, are + not + going to + V.infinitive
Is, Am, Are + S + going to + V.infinitive?

การใช้เพื่อบอกการคาดเดา

- will จะใช้กับการคาดเดาที่เกิดขึ้นจากความรู้สึกหรือความคิดเห็นของผู้พูดเอง

เช่น I think I will buy it.

I will win the lottery this time.

- V. to be going to จะใช้กับการคาดเดาที่มีลักษณะเป็นทางพรอมหลักฐานและมักถูกใช้บ่อยกว่า will

เช่น 90% of any menu is still meat or fish. People are going to eat meat.

In a few decades, this kind of business is going to decline.

Practice

Complete the sentences using *will* or *be going to*. Sometimes both are correct

- The company has been taken over. The last time this happened, a lot of people lost their jobs. I think there _____ be job cuts.
- It's four o'clock and they're still working on the project. They _____ finish it.
- People _____ eat less meat if it becomes more expensive.
- Have you seen the sales figures? There _____ be trouble!
- She _____ leave. What makes you say that? I don't know, it's just a feeling.
- The government keep increasing the retirement age. People _____ work until they are 80.

READING

Read the article on time management and match the headings 1-3 with paragraph a-c.

- Efficiency
- Time management
- Memory and concentration

Work smarter, not harder

Few people enjoy working long hours, but bosses often want us to work more. how can you work less but keep your boss happy?

a. _____

Make lists of things you are going to do, but keep the list small. When the list is big, make it smaller by dividing it into a number of lists. You then get a sense of active men by completing each small list. when you're walking, driving or showering, prioritize your goals for the day. few people like deadlines as they cause stress and worry. Unfortunately, your boss usually sets the deadlines, so take control and decide when you are going to do the work before the deadline.

b. _____

Exercising the body exercise the brain. Treating Your body well can enhance your ability to process and recall information. Make sure you get good sleep. A lack of sleep means your brain can't operate effectively, meaning creativity, problem-solving and critical-thinking abilities are all affected. Finally, eat well. Omega 3, found in fish, soya beans and many seeds, is good for your brain's health. Also eat less saturated fat, found in red meat and dairy products, as it affects your ability to focus and remember.

c. _____

Trying to work harder can be demotivating so try the opposite approach. Only go to work for 5 hours, if you can, and then relax for the rest of the day. When the day is long, tasks can expand to fill the time, you check personal emails more, chat more and surf the web more. By limiting your time, you don't allow so much time for other activities. Gradually increase your working time back up and you'll probably manage to keep doing tasks quicker than before and as a result achieve more.

GRAMMAR

Future plan, intentions and schedules

| | Present Simple |
|---------|----------------------------------|
| บอกเล่า | S + V.1 |
| ปฏิเสธ | S + do/does + not + V.infinitive |
| คำถาม | Do/Does + S + V.infinitive? |

- ใช้ต่อเมื่อเป็นเรื่องตารางเวลา หรือ กำหนดการในอนาคต

เช่น It starts at 9.00 on Wednesday.

The meeting starts in a few minutes.

บอกเล่า
ปฏิเสธ
คำถาม

Present Continuous

S + is, am, are + V.ing

S + is, am, are + not + V.ing

Is, Am, Are + S + V.ing?

- ใช้กับเหตุการณ์ที่มีเจตนาจะเกิดขึ้นแน่นอน สามารถใช้แทนกับ V.be going to ได้ แต่ถ้าเป็นเรื่องการนัดจะใช้ Present Continuous

เช่น I'm meeting a customer at 2.00.

I'm going to meet a customer at 2.00.

Practice

Put the verbs in brackets into the correct form of the present simple or continuous.

- The training session _____ (start) at 9.00 a.m.
- I _____ (meet) Fehim for a coffee at lunchtime.
- My flight _____ (leave) at 8.45.
- Halide _____ (work) this Saturday in the office.
- His train _____ (arrive) at 5.00 tomorrow evening.
- I _____ (play) tennis with my boss later.
- I _____ (go) to Paris at the weekend.
- She's not available — she _____ (see) Paula at 12.

VOCABULARY

Practice

Complete the sentences using the words in the box.

complete (v.) ทำให้เสร็จ

enhance (v.) ส่งเสริม

limit (v.) จำกัด

relax (v.) ผ่อนคลาย

set deadlines (v.) กำหนดเส้นตาย

divide (v.) แบ่ง, จำแนก

focus (v.) มุ่งเน้น

prioritize (v.) จัดลำดับความสำคัญ

remember (v.) จดจำ

take pressure off (v.) ผ่อนคลายความเครียด

- It's important to _____ that you can meet to avoid stress.
- Working in a team or being able to delegate can _____ you.
- People use a wide range of techniques to _____ their performance.
- I try to _____ everything on my to-do list by the end of every day.
- I _____ my tasks into two lists — things for now and things for the future.
- I find it difficult to _____. I tend to do the easy things first, not the most important things.

7. I _____ best in the morning so I do the most difficult jobs then.
8. I _____ my email use to one hour a day maximum.
9. When I'm stressed, I try to _____ by going for a walk.
10. I use email reminders to help me _____ where and when I need to go.

WRITING

Practice

Write the phrases 1-8 in the correct column for where you would use them in an email.

| Greeting | First line | Closing line | Sign-off |
|----------|------------|--------------|----------|
| | | | |

1. Dear Halide,
2. Cheers
3. Thanks for your email.
4. If you require any further assistance, please do not hesitate to contact me.
5. Halide
6. Yours sincerely
7. Got your message, thanks.
8. Get back to me if you need anything.

Practice

Use phrases from previous exercise to complete the emails.

_____ Mr. Miles,

_____ your enquiry about the availability of our firm to run a training course for Gloco. I am delighted to confirm that we would be available on the dates you requested. I have attached a course brochure and booking form for you to look at and complete. _____.

Robert Colins

_____ Robert,

_____. I can make next Wednesday, no problem. I've attached the presentation I gave last time. I'm sure you could use some of it with Gloco.

_____.

Calisto

Practice

Look at the expressions for making arrangements. Decide if they are formal or informal/neutral.

1. I wondered if you had time to
2. Have you got a couple of minutes to
3. I would like to discuss ...
4. I need to chat about ...
5. I suggest we meet to discuss things further.
6. Whatever's best for you.

Practice

Read the email Calisto sent to a customer the last time he delivered the course. Each sentence is missing one word. Try to correct Calisto's mistakes.

Dear Flona,

I wondered you had time to take a quick look through the course outline? I thought I'd send you a copy the presentation I am planning to give to your staff. It might be a good idea check that this is what you would like. It is only first draft so I will make changes anyway. However, I thought you might like provide some input since this is such a valuable course. It was a pleasure meeting you last week and I look forward hearing from you soon.

Kind regards,

Calisto

Practice

Kaso is a German insurance company that operates throughout Europe. Read the latest company email notice and complete Karl's email to Sofia about the announcements.

Dear all,

We are delighted to announce that Kaso has just bought LPM, a small but competitive insurance firm in the Middle East. LPM's headquarters are in the UAE, but the firm has offices throughout the Middle East. In addition, LPM is at an exciting stage as the firm is growing in Malaysia. These are exciting times for Kaso and for many of our staff with opportunities to live and work internationally. We are going to form a number of teams to work on a variety of projects. If you are keen to work on this project and help the company move forward, please contact your line manager.

Kind regards,

Didier Remy

Hi Sofia,

Have you seen the news about Kaso buying _____ in _____? We need to talk about who we can put forward to work from our department. LPM's going to work in _____ and there'll be exciting opportunities. Let me know when you can meet.

Best wishes

Karl

Practice

Read the email and complete the to-do list.

Dear Scott, Ahad and Sventiana,

We're delighted you have all agreed to work on this project together. I think we all agree this is an exciting time for the company. At this stage, the priority should be for you to formulate a schedule together. We need to set clear goals and you're going to need to plan your working methods. The time differences and working week will not make this easy but could you set up a conference call to discuss this?

Kind regards,

Karl and Sofia

To-do list

Prioritize

Set

Plan

PRACTICE

Directions: เลือกเติม will, be going to, Present Simple หรือ Present Continuous

1. According to the seminar schedule, the first session _____ (start) at 11.30 a.m. after we have breakfast and meet our new general manager.
2. He thinks he _____ (resign) from his position due to his poor performance.
3. After the company launches the new policy, there _____ (be) more troubles for all of us.
4. We _____ (discuss) about the upcoming campaigns over lunch today.
5. Thanks to the dramatically increasing sales of all quarters this year, it is promising that we _____ (receive) the higher bonus than the previous year.

Directions: เติมคำศัพท์ที่ถูกต้อง

divided prioritized limited enhanced completed

1. Working 8 hours a day is considerably _____ by the labor law and any employers forcing their workers to do the over the stated hours, without the workers' permissions, may result in imprisonment.
2. This assignment should be _____ before the schedule that the clients have set the deadlines within the agreement.
3. Under the policy for this criminal case, the accumulated evidence can be _____ into 4 categories: forensic evidence, circumstantial evidence, hearsay evidence and testimonial evidence.
4. Gender equality are supposed to be _____ by not only bisexuals and homosexuals but also heterosexuals.
5. If you desire to get all these assignments completed before the deadline is due, they all must be _____ to see which ones should be completed first.