

Live Lesson Notes

Business People

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What you will learn in this worksheet:

Useful links
Useful vocabulary
Describing entrepreneurs
Discussions: Setting up a business
Idioms to talk about business

Useful Links

Words to **describe entrepreneurs**

<https://www.sweetstartups.com/strategy/50-positive-words-to-describe-entrepreneurs/>

20 **famous entrepreneurs**

<https://bloggerspassion.com/famous-entrepreneurs/>

Questions leaders should be **asking**

<https://www.forbes.com/sites/forbescoachescouncil/2019/10/28/four-questions-every-leader-should-ask-their-team/?sh=cd91d05184d8>

Toolbox: Listening resources

<https://listenaminute.com/>



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<https://takeielts.net/the-path-to-success-in-the-ielts-test/>

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IELTS Speaking Vocabulary: Business People

Business is a very wide topic and an important one in IELTS Speaking. In this lesson we will focus on business people, in particular entrepreneurs.

Here are some useful words to talk about business people

Businessman (sing.)
Businessmen (pl.)
Business woman (sing.)
Business women (pl).

An **entrepreneur** (n.) = a person who sets up their own business
A solopreneur (n.) = an entrepreneur working alone
A youpreneur = an entrepreneur who uses their name as a brand

A **business Tycoon** (n.) = a rich and influential business person in their industry

A **business magnate** = a rich and influential business person in their industry

A founder = the person who created a company

A co-founder = one of 2 or more people who created a company

In a company or business there are many names for people in high level management positions, including the following.

An executive = a person with a leadership position in a company / business or firm

CEO = Chief Executive Officer
COO = Chief Operating Officer
MD = Managing Director

Describing Entrepreneurs

When we describe people, there are different ways of expressing our opinion, such as

In my opinion, _____

As far as I'm concerned, _____

The way I see it, _____

So we can make a sentence like the following, and then add different adjectives or a noun.

“In my opinion, entrepreneurs need to be passionate.”

“The way I see it, an entrepreneur needs to be a visionary”

“As far as I'm concerned, entrepreneurs need to have a vision”

Here are some common adjectives we can use to describe entrepreneurs.

Passionate

Persistent / determined / hard-working

Creative / innovative

Honest / fair / ethical

Positive / proactive / fearless

[Find more adjectives to describe entrepreneurs here.](#)

More expressions

To have **a vision** = *to have a view of the world I want to make real*

To **lead from the front** = *to set the example and lead*

A bad leader will **lead from behind** = *not setting the example*

IELTS Speaking Topic: How to Set Up a Business

Here is some key vocabulary to talk about setting up or starting a business.

To **set up** = to start or begin (a business, a project, a company)

To set up a **start up** (= a new business/company)

To **found** a business (= to establish, begin)

To **launch** a business (= to establish, begin)

To **start** a business **from scratch** (= to start with nothing and from the beginning)

To start a business **from square one** (=from the beginning)

How does someone set up a business? What are the key steps they should take?

Here are some ideas below. The order may change slightly, but this will give you some ideas, and useful collocations.

1. Get a groundbreaking / outstanding idea
2. Find out customer and market needs / do some market research
3. Make / write a business plan / decide on a business model
4. Find investment / capital / money
(e.g. network, get a loan from a bank, get an 'angel' investor)
5. Create your brand / product and service
6. Find a place / location / platform
7. Hire employees / create a team
8. Open shop / start working
9. Do some marketing / do some advertising / sell your product or service

Different Business models

B to B (wholesale = selling to companies)

B to C (retail = selling directly to the customer)

Online selling

One-off payment

Monthly subscription model

IELTS Speaking Discussions:

Which entrepreneur do you look up to and why?

Here are some answers to this question. Notice the ideas and collocations.

Ratan Tata because he always **gives back to the community**.

I look up to the online small business entrepreneurs who have **seized a wonderful opportunity**

I **really admire** Jack Ma who is a Chinese business magnate, investor and **philanthropist**. He also is the co-founder of the Alibaba Group.

I **respect** Bill Gates, because he is a great philanthropist and funds many scientific projects.

I look up to Elon musk because I am interested in astronomy

I **have a lot of time for** Mark Zuckerberg, because he transferred our social lives from the real world to the virtual world.

Find out about more famous entrepreneurs and what we can learn from them

Great questions leaders should be asking employees

*We often think of entrepreneurs as **leading from the front**, having a **clear vision** and just telling everybody what to do.*

However, some of the best entrepreneurs are great listeners, and they have a talent for asking good questions. Somebody once said,

“If you want to get a good answer, then ask a great question.”

*Many entrepreneurs **pay heed to this advice**. Here are some great questions that leaders could and should be asking their employees, to make their business even better.*

How can I help you?

What do you think?

What have you learnt today?

How can we better serve our customers?

[Read more about great questions for leaders here](#)

IELTS Speaking Idioms about Business People

Come up with an idea = *to create (an idea)*

Leaders need to **come up with** great ideas

To build a company **from the ground up** = *to create a company from the beginning and make it bigger*

Mark built his online business **from the ground up**

Get / have **experience under your belt** = *have a lot of experience (in my life)*

You are fresh out of university, you should accept that job offer, just to **get some experience under your belt**

To see/look at **the bigger picture** = *to understand the big strategy (not focus on the details)*

To not be able to see the wood for the trees = *to focus on the details (and miss the big picture)*

Some employees **can't see the wood for the trees**, that's why the leader need to **see the bigger picture**

To **go back to the drawing board** = *try, fail and then begin again (company, project, product)*

Well, that product didn't sell well at all, we need to **go back to the drawing board**