

Lesson 12: Making proposals

Group size: any; also one-to-one
Level: pre-intermediate upwards
Lesson focus: making written or oral proposals
Language focus: the language of corporate social responsibility (environment, waste, recycling, energy etc); future forms; conditionals; modals
Materials: one copy of the worksheet per student; a set of Business Top Trumps cards

1 Warmer

Hand out the worksheet. Find out what, if anything, the students know about CSR by getting them to answer the warmer question.

Key: *corporate social responsibility (This is the belief that a company should consider the social and environmental effects of its activities on its employees and the community around it.)*

2 Reading and providing missing information

A reading and comprehension task in which students read the memo from two of the bosses and use their own ideas to provide the missing information.

Key: *(suggestions only)*
proposals to make our company greener
(today's date)
an extra day's holiday

3 Using the cards

Remove the following 12 cards from the pack and give them to the students:

Lee, Dina, Angela, Jasmine, Vince, Su Lin, Ivy, Jason, Joy, Andi, Frank, Yuri

Students should work together to discuss what proposals each of the employees might put forward, according to their work situations and the additional information given on the cards.

The students should be encouraged to use the vocabulary from the two language boxes. If they need further ideas to start them off, write the following on the board:

car-pool crèche paper-free
organic food biodegradable products
home office video conferences charity event
children's hospital Fairtrade

Suggestions will vary greatly and any idea that can be justified should be accepted.

4 Plan a proposal

In pairs or groups of three, students decide which idea they like best from the completed task 3 and develop it further by discussing and making notes under each of the four headings. This task extends what the students started in task 3 and prepares them for task 5.

5 Making a proposal

Using their notes from task 4, students now either write a proposal or give a presentation.

Additional information about writing a proposal is given on the worksheet. If you prefer the students to give presentations, refer back to [Business Top Trumps: Lesson 11: Presentations](#).

Extension

Students read (and correct) each other's proposals, or listen to each other's presentations and ask questions. After this, they should agree which proposal should win the reward that they decided on in task 1.

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1 Warmer

What do the letters CSR stand for? What does the term mean?

2 Reading and providing missing information

Situation: A recent article in the local newspaper criticized the environmental practices of the Top Trumps company. It said that the company must become greener – that is, more environmentally aware.

Robert and Michael held a crisis meeting after which Valerie sent out the following message to all employees.

Read the memo and complete the missing information.

THE BUSINESS
TOP TRUMPS
COMPANY

To: all staff

From: Robert, MD, and Michael, Production Manager

Subject: _____

Date: _____

You've no doubt read the recent newspaper report criticizing our company's lack of environmental policies. We need to address this problem and, therefore, we welcome your ideas on how we can make our company greener.

We would also like to hear any ideas you may have that would help improve our company's image in the community.

Any employee may send us their proposal. The best idea will receive the following reward(s): _____

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3 Using the cards

Read through the language below, which you can use to brainstorm ways that a company could:

- behave in a more environmentally-aware way;
- become more socially active in the local area

Language box – ‘green’ vocabulary

the environment; environmentally-friendly
waste; waste-reduction
save energy; energy-efficient
reduce fuel consumption; fuel-efficient
recycling; recycled materials
eco-friendly
biodegradable
organic
remanufacture; reuse; recondition; repair
greenhouse gas emissions

Language box – ‘social’ vocabulary

community; local
sponsor; sponsorship
donate to
donate time / money / equipment / expertise
set up a charity
coach; mentor; train; assist; help out

Read the information on the 12 cards your teacher gives you. Decide what ideas each employee might have to make the company more environmentally friendly (*green*) and to become more active in the local area (*social*). Make notes for each of the 12 employees.

Examples:

Vince – (green) His new company car could be a hybrid or electric.

Lee – (social) The company could contribute equipment, paint, paper and other materials to a youth club so that the youths can build a new clubhouse.

Lee	Angela	Dina
Jasmine	Vince	Su Lin
Ivy	Jason	Joy
Andi	Frank	Yuri

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4 Plan a proposal

Decide which idea from task 3 you like best. Develop the idea further and make notes under the following headings:

<ul style="list-style-type: none">the idea
<ul style="list-style-type: none">who or how it would help
<ul style="list-style-type: none">the benefit to the community / environment
<ul style="list-style-type: none">the benefit to the company

5 Making a proposal

Using your notes from task 4 to help you, write a proposal or plan a presentation. Remember that the style and language should be formal as it will be read or heard by your bosses.

Points to remember when writing a proposal:

- It is a plan or suggestion for your bosses to consider.
- It is a formal document.
- Don't be too personal – for example, talk about 'the proposal', not 'my idea'.
- Use modal verbs such as *could*, *should*, *would*.
- The layout and style are similar to that of a report.
- A proposal should describe a problem and offer a solution that will persuade a busy reader (probably a superior) to support it.
- Give facts that will support your suggestion. Mention similar successful plans or projects in other companies.
- Analyze your plan or project. Write about what benefits it would bring to the environment and the community, as well as the company.