



CEBU A C A D E M Y
BLUE OCEAN

The Articulate
Executive



ENGLISH FOR BUSINESS EXECUTIVES

The Articulate Executive



About this Book

The Articulate Executive is an instructional material specifically intended for students of English for Business Executives that will train the learners to enunciate words and other expressions used in various disciplines covering economics, culture, human resources, technology and biography and get them familiarized with industry-specific concepts.

The objective of the class is to help business executives develop mechanical fluency in spoken production through repetitive drills of reading aloud exercises with focus on the intonation pattern, accent neutralization, rhythm, speech clarity and word stress. The sentences to be read out are taken from the same reading selections used in *The Executive's Jargon* and *The Executive's Current Events Digest*. This is to promote text familiarization and review of concepts.

Day-to-day speech and read aloud exercises are carried out to improve fluency and confidence in delivering English utterances.

Get ready to be transformed into an eloquent speaker!

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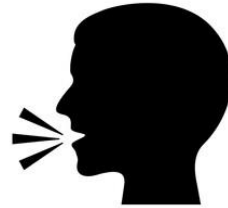
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Unit 1

MAKING A SINGLE INVESTMENT To Reduce Poverty

PRONUNCIATION DRILLS: /b/ and /v/

/b/	
boost	better
businesses	benefits
between	about
beginning	well-being



Tongue Twister Challenge

Betty **l**oves the **v**elvet **v**est **b**est. (5x)

Vivacious **V**al **v**acuumed **V**iolet's
very **v**ivid **v**ehicle. (5x)

/v/	
poverty	seven
inventory	lives
advice	revealed
services	invested
improve	overwhelmingly
living	receiving
surveys	comparative

MAKING A SINGLE INVESTMENT To Reduce Poverty

INTONATION AND PHRASING:

1. Giving people living in poverty / a one-time economic “boost” / could improve their lives / even 10 years later. //
2. The study was based on a program / that began in 2007, / targeting people living in indigence / in West Bengal, India. //
3. Two hundred sixty-six households / were offered the choice / of receiving either farm animals / – cows or goats – / or inventory for other types of small businesses, / and 82 percent chose the animals. //
4. The effects of this economic boost / was examined by the researchers through surveys / in four different periods / after the program commenced / – after 18 months, / then / after three years, / seven years / and 10 years. //
5. A comparative study was made / between similar households / that chose to / and not to take part in the program. //

6. The economic well-being of each household was measured / based on the amount they spent on goods and services, / household incomes, / food security and health. //

7. There was a marked increase, too, / in the expenditures of non-participating households, / but only from \$144 at 18 months / to \$497 at year 10. //

8. The study revealed that in the beginning, / the participating households earned more / just by having more farm animals. //

9. Over time, / those same households / were able to find new and different sources of income. //

10. The researchers found / that the program invested about / \$2, 200 per household / but resulted in about \$8, 200 in benefits for each household / after 10 years. //