

B2

PRESENTATIONS

≈ 27 MIN

Pitching an Idea — *practice on paper*

You have built the lesson — now lock the pitch in on paper. New lines, same order: problem, idea, benefit, ask.

Benefit with a person: **allow us to ...** · no "to": **let us ...**

NAME

DATE

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

BRICK 1 · SORT BY STEP · APPROX. 4 MIN

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Lines that describe **what goes wrong today** go on the left. Lines that say **what the idea would bring** go on the right.

Our invoices go out a week late.

It would let us reply on the same day.

You'd see every order in one place.

Right now, new staff wait days for a laptop.

Every week, we answer the same five emails.

This would allow drivers to skip the queue.

Clients often call twice about one order.

That would mean fewer calls for the team.

It would make it possible to invoice faster.

Two in ten deliveries arrive late.

PROBLEM	BENEFIT

BRICK 2 · FILL IN THE MISSING WORD · APPROX. 6 MIN

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Fill in the missing word. Every sentence comes from a short pitch — say it quietly to yourself before you write.

01 Right , every order is checked by hand.02 What I'm is a shared booking tool.03 My idea is automate the monthly report.04 This would allow to finish on time.05 It would make possible to plan ahead.06 That would we could reply within an hour.07 You might be what this would cost.08 All I'm asking is a two-month pilot.

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

BRICK 3 · FIND AND CORRECT THE MISTAKE · APPROX. 7 MIN



Each sentence holds exactly one mistake in the benefit or the proposal. Underline it and write the whole sentence correctly.

01 This tool allows to save an hour a day.

02 It would let us to share files faster.

03 The new app enables to track every order.

04 It would make possible to cut waiting times.

05 I'd like to propose run a two-week trial.

06 It would allow the team save time.

BRICK 4 · WRITE YOUR OWN SENTENCES · APPROX. 8 MIN



Write one sentence for each prompt, ready for your next pitch. Keep the order in mind: problem, idea, benefit, ask.

01 Your problem: name one concrete fact with a cost — "Right now, ..."

02 Your idea in one sentence — "What I'm proposing is ..." or "My idea is to ..."

03 Your benefit with a person — "This would allow us to ..." or "It would let us ..."

04 Your request for a small first step — "All I'm asking for is ..."

MINI-CHECK — CAN I DO THIS YET?

- ☐ I start with the problem and name one concrete fact with a cost.
- ☐ I name my idea in one single, clear sentence.
- ☐ After "allow" and "enable" I name the person before "to"; after "let" there is no "to".
- ☐ I ask for a small, concrete first step.

Not every box ticked? Build the lesson once more and try this sheet again tomorrow.



Answer key

Check only when you have finished. Every answer comes with the **why** — the rule matters more than the result.

BRICK 1 · SORTING

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| <p>01 Problem — "Our invoices go out a week late."
<i>A concrete fact that costs time and money today.</i></p> <p>02 Benefit — "It would let us reply on the same day."
<i>"Would let us" plus the base form describes a possible benefit.</i></p> <p>03 Benefit — "You'd see every order in one place."
<i>The benefit from the listeners' side, with "would".</i></p> <p>04 Problem — "Right now, new staff wait days for a laptop."
<i>"Right now" shows that the problem is ongoing.</i></p> <p>05 Problem — "Every week, we answer the same five emails."
<i>A loss of time that comes back every week.</i></p> | <p>06 Benefit — "This would allow drivers to skip the queue."
<i>"Allow" with the person before "to" states the benefit.</i></p> <p>07 Problem — "Clients often call twice about one order."
<i>A problem the room knows from its daily work.</i></p> <p>08 Benefit — "That would mean fewer calls for the team."
<i>"That would mean ..." describes the result directly.</i></p> <p>09 Benefit — "It would make it possible to invoice faster."
<i>"Make it possible to" states the benefit without a person.</i></p> <p>10 Problem — "Two in ten deliveries arrive late."
<i>A figure makes the problem concrete.</i></p> |
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BRICK 2 · FILL-IN

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| <p>01 Right now, every order is checked by hand
<i>"Right now" places the problem in the present.</i></p> <p>02 What I'm proposing is a shared booking tool
<i>"What I'm proposing is ..." names your idea in one sentence.</i></p> <p>03 My idea is to automate the monthly report
<i>"My idea is" is followed by "to" plus the base form.</i></p> <p>04 This would allow us (or the team) to finish on time
<i>After "allow", the person comes before "to".</i></p> | <p>05 It would make it possible to plan ahead
<i>Without a person, say "make it possible to" — with "it".</i></p> <p>06 That would mean we could reply within an hour
<i>"That would mean ..." describes the result directly.</i></p> <p>07 You might be wondering what this would cost
<i>"You might be wondering ..." raises the doubt yourself.</i></p> <p>08 All I'm asking for is a two-month pilot
<i>"Ask for" introduces the request for a small first step.</i></p> |
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BRICK 3 · CORRECT

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| <p>01 This tool allows us to save an hour a day.
<i>Active "allow" needs the person before "to".</i></p> <p>02 It would let us share files faster.
<i>After "let" plus a person comes the base form without "to".</i></p> <p>03 The new app enables us to track every order.
<i>"Enable" works like "allow": the person before "to".</i></p> | <p>04 It would make it possible to cut waiting times.
<i>"Make it possible to" needs the "it".</i></p> <p>05 I'd like to propose running (or that we run) a two-week trial.
<i>"Propose" takes the -ing form or "that we ...".</i></p> <p>06 It would allow the team to save time.
<i>With "allow", "to" comes between the person and the verb.</i></p> |
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BRICK 4 · WRITE

Your sentences may differ — just check that you start with the problem, name the person in the benefit and ask for one small step.

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| <p>01 "Right now, new orders take three days to reach the warehouse."
<i>One concrete fact with a cost, in the present.</i></p> <p>02 "What I'm proposing is an online order form."
<i>The idea in one clear sentence.</i></p> | <p>03 "This would allow us to ship on the same day."
<i>"Would" for the benefit, the person before "to".</i></p> <p>04 "All I'm asking for is a one-month trial with the Berlin team."
<i>A small, concrete first step.</i></p> |
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NEXT BRICKS — KEEP BUILDING FREE ONLINE

PREREQUISITE

Making Suggestions

englisch-lehrer.com/en/lessons/making-suggestions-meetings

PAIR WITH THIS

Summarising and Call to Action

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