



MEMORIA DE LAS ACCIONES DESARROLLADAS
PROYECTOS DE MEJORA DE LA CALIDAD DOCENTE
VICERRECTORADO DE PLANIFICACIÓN Y CALIDAD
IX CONVOCATORIA (2007-2008)



❖ **DATOS IDENTIFICATIVOS:**

Título del Proyecto

APLICACIÓN PRÁCTICA DEL INGLÉS EN LOS ESTUDIOS DE TURISMO. UNA EXPERIENCIA PILOTO EMPLEANDO AULA VIRTUAL MOODLE.

Resumen del desarrollo del Proyecto

El conocimiento del idioma inglés es básico en cualquier titulación universitaria, con más importancia si cabe en los estudios en Turismo. Durante el curso 2007-08 se ha realizado una experiencia piloto en dos asignaturas del primer y segundo curso de la Diplomatura en Turismo con el objetivo de que los estudiantes comprendan la importancia del inglés como elemento básico en su carrera profesional. Para ello, y utilizando la plataforma Moodle, se ha vertebrado una experiencia donde el alumnado ha desarrollado distintas actividades enmarcadas en varios niveles de aprendizaje del idioma. El objetivo es que paulatinamente se llegara a conocer, asimilar y definir en inglés los conceptos más importantes relacionados con los contenidos académicos vistos en la asignatura.

	Nombre y apellidos	Código del Grupo Docente
Coordinador/a:	Tomás J. López-Guzmán Guzmán	059
	Sandra M ^a Sánchez Cañizares	059
Otros participantes:	Olga Blanco Carrión	032
	M ^a Luisa Rodríguez Copé	031

Asignaturas afectadas

Nombre de la asignatura	Área de Conocimiento	Titulación/es
Organización de Empresas Turísticas Estructura de los Mercados Turísticos	Organización de Empresas Economía Aplicada	Diplomatura en Turismo Diplomatura en Turismo

MEMORIA DE LA ACCIÓN

Especificaciones

Utilice estas páginas para la redacción de la Memoria de la acción desarrollada. La Memoria debe contener un mínimo de cinco y un máximo de diez páginas, incluidas tablas y figuras, en el formato indicado (tipo y tamaño de fuente: Times New Roman, 12; interlineado: sencillo) e incorporar todos los apartados señalados (excepcionalmente podrá excluirse alguno). En el caso de que durante el desarrollo de la acción se hubieran producido documentos o material gráfico dignos de reseñar (CD, páginas web, revistas, vídeos, etc.) se incluirá como anexo una copia de buena calidad.

Apartados

1. Introducción (justificación del trabajo, contexto, experiencias previas etc.)

El conocimiento del idioma inglés es básico en cualquier titulación universitaria, con más importancia si cabe en los estudios en Turismo. En un proyecto de mejora de la calidad docente denominado “Análisis del potencial en el campo de las Ciencias Sociales de la Universidad de Córdoba para la futura implantación de titulaciones bilingües” realizado en el curso académico 2006/07, una de las respuestas que más llamaba la atención era que el 89,2% de los estudiantes encuestados no consideraba importante el inglés en el desempeño de su futura actividad laboral. Asimismo, y en concreto en la Diplomatura en Turismo, este dato indicaba que el 64,3% de los alumnos no creía que el conocimiento de dicho idioma sea imprescindible para su desarrollo profesional. Ante estos resultados, exponíamos como reflexión la necesidad que teníamos como docentes de intentar transmitir a los estudiantes algo obvio: el conocimiento del inglés es trascendental para el futuro laboral de los egresados de la Diplomatura en Turismo. Durante el curso 2007-08 se ha realizado una experiencia piloto en las asignaturas “Organización de Empresas Turísticas” y “Estructura de los Mercados Turísticos”, del primer y segundo curso respectivamente de la Diplomatura en Turismo, con el objetivo de que los estudiantes comprendan la importancia del inglés como elemento básico en su carrera profesional.

En esta experiencia desarrollada en el Proyecto de Innovación Docente actual se ha tratado de poner en práctica algunas herramientas para que los estudiantes, junto con sus clases de lengua inglesa, comprendan que el idioma va mucho más allá, y que “tiñe” en este idioma extranjero a todas las asignaturas. Por esta razón, consideramos que es fundamental que el alumnado sea capaz de leer un texto en inglés para una determinada asignatura o que conozca (y comprenda) cuáles son los términos científicos más importantes tanto en castellano como en inglés.

2. Objetivos (concretar qué se pretendió con la experiencia)

El objetivo prioritario que ha sustentado este proyecto se centra en impregnar todo el proceso de enseñanza-aprendizaje con la aplicación del inglés entre el alumnado de estas asignaturas.

De esta manera se desea ir asentando las bases para la enseñanza bilingüe de determinadas asignaturas en un futuro.

Entre los objetivos secundarios podríamos destacar los siguientes:

- Transmitir al alumnado la importancia que el conocimiento de esta lengua supondrá en el futuro profesional de los egresados de la Diplomatura en Turismo.
- Implicar al alumnado en la búsqueda, conocimiento y aplicación de la terminología propia de la asignatura desde una óptica bilingüe.

- Incentivar el uso de las TIC (uso de aula virtual Moodle en las actividades en inglés propuestas)
- Implementar el sistema de crédito ECTS con el fomento del aprendizaje autónomo del alumnado.
- Continuar desarrollando el proceso que permita una futura implantación de asignaturas bilingües castellano-inglés en la Universidad de Córdoba.
- Favorecer la integración de los alumnos Erasmus mediante el uso del inglés de forma continuada y habitual en la metodología docente de la asignatura.

3. Descripción de la experiencia (exponer con suficiente detalle lo realizado en la experiencia)

Las actividades que se han llevado a cabo para el cumplimiento de los objetivos marcados en el epígrafe anterior se pueden encuadrar en tres niveles de aplicación del idioma:

➤ Nivel de escritura

A inicios del curso 2007-08 se elaboró y distribuyó una encuesta previa de nivel de inglés entre el alumnado del primer y segundo curso de la Diplomatura en Turismo para conocer su preparación inicial y su disposición a participar en esta experiencia en el aula. Según dicha encuesta, el alumnado declaraba que su nivel de escritura del idioma era mayoritariamente intermedio (tabla 1).

Tabla 1: Nivel de escritura en inglés.

Nivel / Curso	Primero	Segundo
Regular	10,5%	10,3%
Bueno	70,2%	59,0%
Muy bueno	19,3%	30,7%

Para desarrollar esta habilidad se realizaron dos tipos de actividades que se detallarán en el epígrafe siguiente:

- Elaboración de un glosario en inglés de la asignatura
- Traducción de los casos prácticos de la asignatura

➤ Nivel de lectura

En la encuesta inicial, el alumnado afirmaba poseer un nivel medio alto de lectura en inglés (tabla 2).

Tabla 2: Nivel de lectura de inglés.

Nivel / Curso	Primero	Segundo
Regular	15,8%	5,1%
Bueno	59,6%	61,5%
Muy bueno	24,6%	33,4%

No obstante, la experiencia del proyecto realizado ha puesto de manifiesto unas carencias importantes en el alumnado de primer curso a la hora de comprender los textos en este idioma. La experiencia de lecturas se detallará en el siguiente epígrafe.

➤ Nivel oral

Este nivel es el que presenta mayor dificultad en tanto que el alumnado es consciente de sus limitaciones en el mismo. Así lo señalaron en la encuesta de nivel donde mayoritariamente se señaló un nivel bajo en inglés hablado (tabla 3).

Tabla 3: Nivel de expresión oral de inglés.

Nivel / Curso	Primero	Segundo
Regular	46,4%	46,2%
Bueno	42,9%	48,7%
Muy bueno	10,7%	5,1%

A continuación se expondrá en el epígrafe de materiales y métodos el desarrollo de las actividades orales empleadas en este proyecto.

4. Materiales y métodos (describir la metodología seguida y, en su caso, el material utilizado)

➤ Nivel de escritura

Las actividades aplicadas para el desarrollo de competencias y habilidades que sirvieran para fomentar este nivel del idioma han sido dos fundamentalmente:

- a) Elaboración de un glosario en inglés para la asignatura de “Organización de Empresas turísticas”:

Un glosario es una información estructurada en conceptos y explicaciones a modo de diccionario o enciclopedia. De este modo, desde principio de curso se ha ido elaborando por grupos de alumnos un glosario de los conceptos más importantes de cada uno de los temas correspondientes a la asignatura, con la particularidad de que tanto el término como su explicación se realizaron en lengua inglesa.

La actividad se encuadró dentro del aula virtual Moodle que permite la creación de glosarios secundarios donde los alumnos son los que definen los términos propuestos por el profesor. Una vez que se valoraron y evaluaron las entradas, se fue creando un

glosario principal de la asignatura. Al final del curso ha quedado elaborado un glosario completo por temas con los conceptos más relevantes traducidos y explicados en inglés y disponible para todo el alumnado.

Este bloque se ha desarrollado como una actividad didáctica voluntaria, creativa y participativa. La valoración del mismo se ha efectuado de acuerdo al número de aportaciones y su calidad. Si ambos elementos eran adecuados, el grupo de alumnos al cargo del tema concreto veían incrementada su calificación un 10%. Únicamente dos grupos no han elaborado el glosario de su tema correspondiente mientras que el resto, de forma voluntaria, como indicamos previamente, han efectuado esta actividad.

b) Traducción de casos prácticos de las asignaturas:

Tanto la asignatura de “Organización de Empresas Turísticas” como la de “Estructura de los Mercados Turísticos” desarrollan en su parte práctica una serie de actividades que se fundamentan en el método del caso.

Durante el curso se ha propuesto que, adicionalmente a la resolución habitual en castellano de los casos, aquellos alumnos que voluntariamente así lo decidieran, hicieran entrega de una traducción a lengua inglesa de su respuesta previa en castellano. Así, se han desarrollado prácticas como el diseño de viajes turísticos (rutas, cruceros, etc.) en inglés. Asimismo, se ha fomentado que los estudiantes elaboren sus supuestos prácticos utilizando el inglés, incluso en los ejercicios que se han desarrollado directamente en el aula, con lo cual el estudiante se ha enfrentado directamente a dos retos: elaborar su propio trabajo y, al mismo tiempo, redactarlo en inglés.

➤ Nivel de lectura

Se inició la experiencia de lecturas con la selección de pequeños artículos (aproximadamente, una página de extensión) sobre conceptos relacionados con las materias estudiadas. Los textos seleccionados se integraron en la plataforma Moodle en el formato de -actividad-. Los alumnos que voluntariamente deseaban llevarla a cabo debían leer de forma comprensiva el artículo propuesto y realizar un comentario sobre el mismo o responder a determinadas preguntas relacionadas.

Durante este curso académico esta actividad se ha realizado de manera presencial de forma que tanto la lectura como la traducción y el debate sobre el texto se efectuaba entre toda la clase, lo que enriquecía las aportaciones y los puntos de vista sobre los artículos. Pero, asimismo, la realización de la actividad en el aula ha dejado ver las limitaciones de los estudiantes en su nivel de comprensión, por lo que no se avanzó a la lectura de artículos de revistas científicas tal y como se pretendía.

➤ Nivel oral

Durante el pasado curso, pese a la opción dada al alumnado de exponer voluntariamente en inglés determinados casos solicitados a nivel práctico en las asignaturas, fueron sólo dos estudiantes los que se animaron a hacerlo en alguna ocasión en la asignatura de “Organización de Empresas Turísticas”, mientras en la asignatura de “Estructura de los Mercados Turísticos” fueron tres los grupos que expusieron en inglés.

En el futuro se desea hacer hincapié en este ámbito, conscientes de que el conocimiento de un idioma pasa necesariamente por saber “hablarlo” y hacerse

entender en el mismo, así como comprender a un hipotético interlocutor. De hecho, podría criticarse el excesivo peso que se ha dado habitualmente en los estudios de inglés a la escritura y la lectura, debiendo recordarse que para poder afirmar que se sabe hablar un idioma, hay que ser precisamente capaz de eso: hablarlo.

5. Resultados obtenidos y disponibilidad de uso (concretar y discutir los resultados obtenidos y aquéllos no logrados, incluyendo el material elaborado y su grado de disponibilidad)

Entre los resultados obtenidos al final del curso se encuentra el [glosario de la asignatura de “Organización de Empresas Turísticas”](#), cuya copia impresa se adjunta a la memoria de este proyecto. En la página de la materia ubicada en Moodle, los glosarios se pueden encontrar de forma individual por temas así como de forma completa en el glosario principal de la asignatura. Todos ellos se pueden descargar fácilmente, encontrándose disponibles para todo el alumnado de primer curso.

También se encuentra en la página de Moodle la selección de [textos en inglés](#) que se han utilizado como actividad de lectura, traducción y debate en clase. Igualmente se agrega una copia de la versión impresa de los mismos a esta memoria.

Como ejemplo de las actividades escritas desarrolladas por el alumnado se adjunta un [ejercicio de diseño de viajes turísticos en powerpoint](#) desarrollado por un alumno de primer curso.

No se han desarrollado, como se tenía previsto inicialmente, los cuestionarios en Moodle para evaluar la comprensión de los textos seleccionados. Dado que se comprobó desde los inicios que el nivel de lectura y comprensión del inglés del alumnado era muy inferior al declarado en la encuesta, se prefirió realizar este tipo de actividades de forma conjunta en las clases presenciales para enriquecerlas con las aportaciones de todo el grupo.

6. Utilidad (comentar para qué ha servido la experiencia y a quienes o en qué contextos podría ser útil)

Dado que el propio Plan Estratégico de la Universidad de Córdoba contempla en varios de sus Ejes y Líneas la necesidad de que el alumnado llegue a dominar una segunda lengua (en este caso, el inglés), consideramos indispensable la implicación del profesorado en este objetivo.

Desde dos de las asignaturas de la Diplomatura en Turismo se ha desarrollado esta experiencia piloto con una serie de actividades dirigidas enfocadas a la aplicación del idioma en los tres niveles (oral, lectura y escritura) que puede exigírsele a un profesional del turismo en su futura actividad laboral.

Por tanto, la experiencia puede servir en primer lugar para que el alumnado compruebe que, efectivamente, el idioma es un elemento que progresivamente va impregnando su correspondiente plan de estudios. De este modo, va a comprender que la necesidad de aplicar el inglés en su futuro profesional se contempla ya desde el inicio de su carrera.

Sin embargo, consideramos que esta metodología puede aplicarse a cualquier tipo de asignatura siempre que se tenga en cuenta la diferente idiosincrasia de cada materia. Así, la aplicación de la metodología propuesta habrá de adecuarse necesariamente a

las competencias y las destrezas que se persiguen como objetivo en cada una de las mismas.

Así pues, la experiencia puede servir para involucrar a otros sectores de profesorado en la futura implantación de titulaciones bilingües tal y como se está propugnando desde el Vicerrectorado de Profesorado y Organización Académica con el plan piloto para la impartición de asignaturas en inglés.

7. Observaciones y comentarios (comentar aspectos no incluidos en los demás apartados)

Sería deseable que la Universidad de Córdoba se comprometiera unánimemente en el objetivo de formar a sus alumnos desde una óptica bilingüe y, de este modo, se incentive de alguna manera (reducción de créditos, certificados acreditativos, etc.) al profesorado que se implique en la consecución de este objetivo.

También deseamos agradecer al alumnado del primer y segundo curso de la Diplomatura en Turismo su colaboración a la hora de desarrollar la encuesta de nivel, así como su disposición a participar en las actividades académicas en inglés desarrolladas durante el curso 2007/08.

8. Autoevaluación de la experiencia (señalar la metodología utilizada y los resultados de la evaluación de la experiencia)

La experiencia ha puesto de manifiesto importantes carencias entre el alumnado, especialmente en cuanto a comprensión oral y escrita. Asimismo, mientras que la participación en las actividades de lectura y escritura ha sido aceptable, las comunicaciones orales en inglés de forma voluntaria han sido prácticamente nulas, lo cual nos exige un mayor esfuerzo futuro a la hora de motivar al alumnado a participar en este tipo de actividad.

9. Bibliografía

[1] MOODLE. <http://moodle.com>. Página de inicio de la plataforma de e-learning de fuente abierta "Moodle", desarrollada por Martín Dougiamas, 2006, como trabajo de Tesis doctoral.

[2] PAVÓN VÁZQUEZ, V. La implantación de la enseñanza plurilingüe en Andalucía. Hacia una nueva propuesta metodológica y curricular. Revista Opiniones, Servicio de Publicaciones de la Junta de Andalucía, 2007, p. 45-60

[3] VENTURA SOTO, S. Tecnologías cliente-servidor para la presentación de recursos didácticos a través del web: Análisis e incorporación al sistema de créditos ECTS en la UCO, 2004, Memoria final del proyecto de mejora de la calidad docente.

Lugar y fecha de la redacción de esta memoria

Córdoba, 4 de septiembre de 2008

TRAVEL AGENCY

A composite image featuring the Statue of Liberty, the American flag, and the Declaration of Independence. The Statue of Liberty is positioned in the center, holding a torch aloft. The American flag is draped across the top and right sides. The Declaration of Independence is visible at the bottom, with the words 'IN CONGRESS' and 'July 4, 1776' clearly legible. The text 'TRAVEL AGENCY' is overlaid in large, bold, red letters with a white outline at the top.

(New York)

Welcome to Pepe
Travel Agency!
How can I help you?





- Good afternoon. We'd like to make a journey to New York.
- Do you have any **package holidays**¹ available for the next week?

1. Paquete turístico

Let's see!
How many days is it for?



For a whole week. From 24th to 30th of May.

We'd like to travel by plane, to **lodge at** a five star hotel and enjoy monuments, museums and other touristic activities of New York City.

First, let's search for the flight ticket.



FLIGHT DETAILS

<p>➔ OUTBOUND Madrid,Barajas - New York,John Kennedy Intl Departure: Saturday 24 May 2008 11:30 Madrid,Barajas (Terminal 1) Arrival: Saturday 24 May 2008 13:35 New York,John Kennedy Intl (Terminal 3) Total Segment Duration outbound 8H. 5Min.</p>	<p>Company: Delta Air Lines (DL127) Plane: 767</p>
<p>← INBOUND New York,John Kennedy Intl - Madrid,Barajas Departure: Friday 30 May 2008 19:40 New York,John Kennedy Intl (Terminal 3) Arrival: Saturday 31 May 2008 09:35 Madrid,Barajas (Terminal 1) Total Segment Duration outbound 7H. 55Min.</p>	<p>Company: Delta Air Lines (DL126) Plane: 767</p>

PRICE DETAILS

Concept	Price	Quantity	Total price
Ticket	360.00€ Fare + 213.84€ Taxes	x 2 Adult(s)	1147.68€
Total:			1147.68€



Now, let's look for the
accommodation...



www.newyorkpalace.com

New York Palace

Five Star Hotel
50 th Avenue
55 floors
Spa & fitness
À la carte Restaurant



- ❖ **Check in:** 24th at 12.00 a.m **Check out:** 30th at 12.00 a.m
- ❖ **Double room with two Bathrooms**
- ❖ **Room facilities:** hairdryer, electric shaver points, minibar, telephone, radio, satellite TV, Cd and DVD player, secure luggage store, air-conditioning, Wi-Fi, wardrobe...

❖ **Full board²**

❖ **Price:** \$3940.00 (all-in)
2.496 €



² Pensión Completa



Finally, this is our **touristic route** on offer...

First Day: Saturday 24 th May

- Arrival N.Y: at 13:35 p.m
- Taking a taxi: at 14:30 p.m
- Hotel check in : 15:30 p.m
- Unpack the luggage
- Have a meal and relax

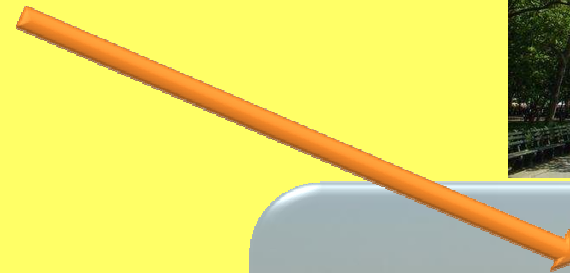


Second Day: Sunday, 25 th May

Battery Park y Castle Clinton:

taking the Liberty Island Ferry to visit
“The Statue of Liberty”, “Ellis Island”
and “New York Harbour”.

(From 9:30 a.m to 13:00 p.m)



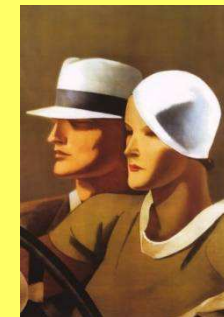
Musical on Broadway:

“Chicago”, “Mamma mia”, “The Lion
King”, “Phantom of the opera”...

(From 19:30 to 22:30)



We prefer “The Lion King”



Third day: Monday, 26th May

Visiting important buildings:

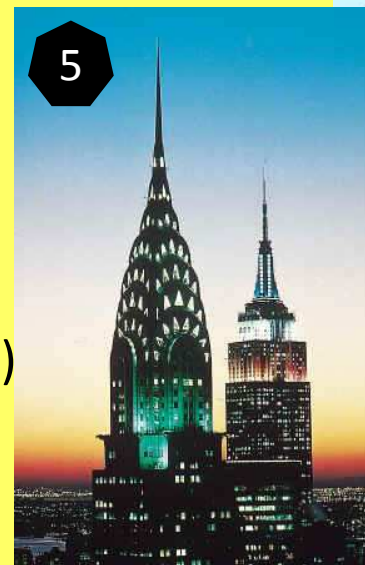
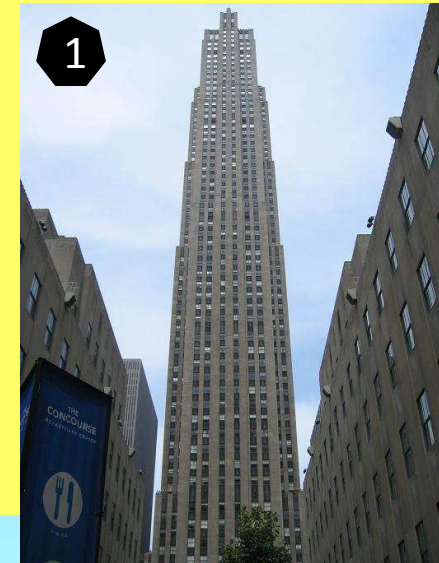
(tourist guide)

➤ Morning

- 1. Rockefeller (From 9:15 a.m to 10:15 a.m)
- 2. Free time around 5th Avenue (10:15 – 11:30)
- 3. Metropolitan Museum of Art (11:45 - 14:00)

➤ Afternoon

- 4. St. Patrick's Cathedral (17:00 - 17:45)
- 5. Empire State Building (18:15 – 19:30)



Fourth Day: Tuesday 27th May

1. Walk ride at Central Park
(10.00 a.m – 13.45 p.m)

2. Lunch in “Tavern on the Green”
(at 14:00)



3. Wild Life Center and Zoo
(Inside Central Park)
(16:30 – 19:00)



Fifth Day: Wednesday 28th May

Visiting quarters of N.Y City:

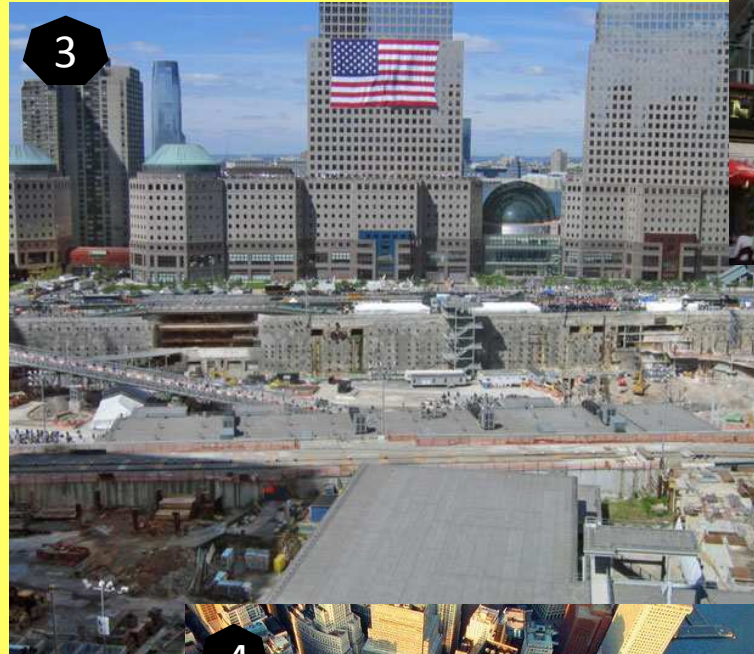
1. Little Italy
(9:30 a.m – 11:55 a.m)



2. Chinatown
(12.00 p.m – 13:30p.m)



3. World Trade Center
Zero Zone
(13:45- 14:30)

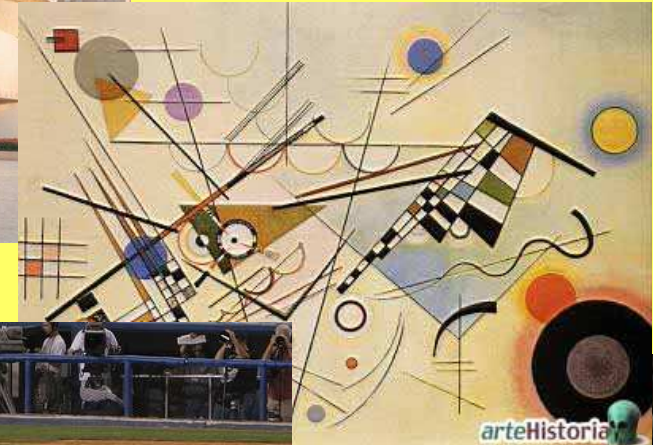
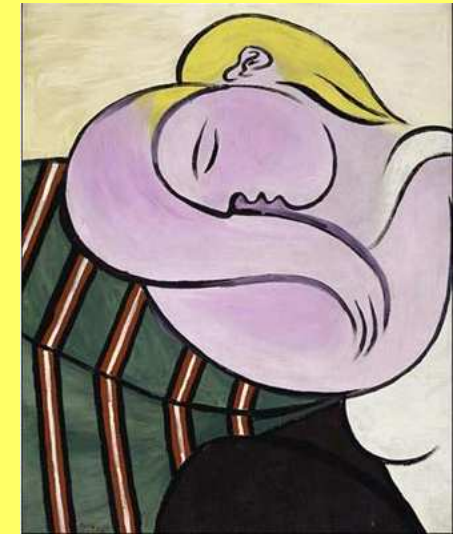
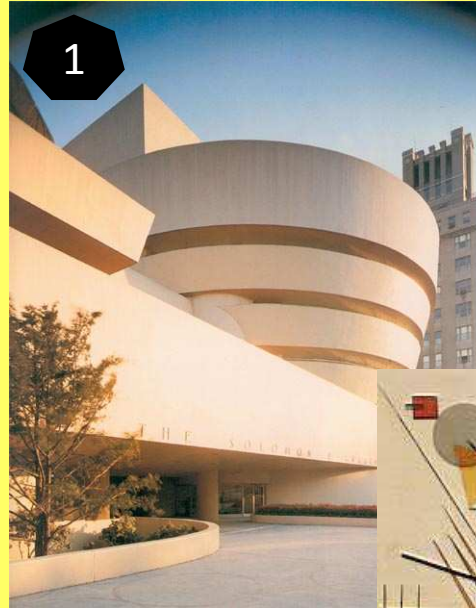


4. Battery Park and Brooklyn Bridge
(17:30- 21:00)



Sixth Day: Thursday 29th May

1. Guggenheim Museum
(10:00 a.m – 14:00p.m)



2. Baseball Match
“Yankees vs. Boston Red Sox”
(19:00 – 22:00)



Last Day: Friday 30 th May

➤ In the morning:

- Free time

➤ In the afternoon:

- Hotel check out: at 12:00 p.m

- Taking the taxi

- Coming back to Spain:

Departure: at 19:40 p.m

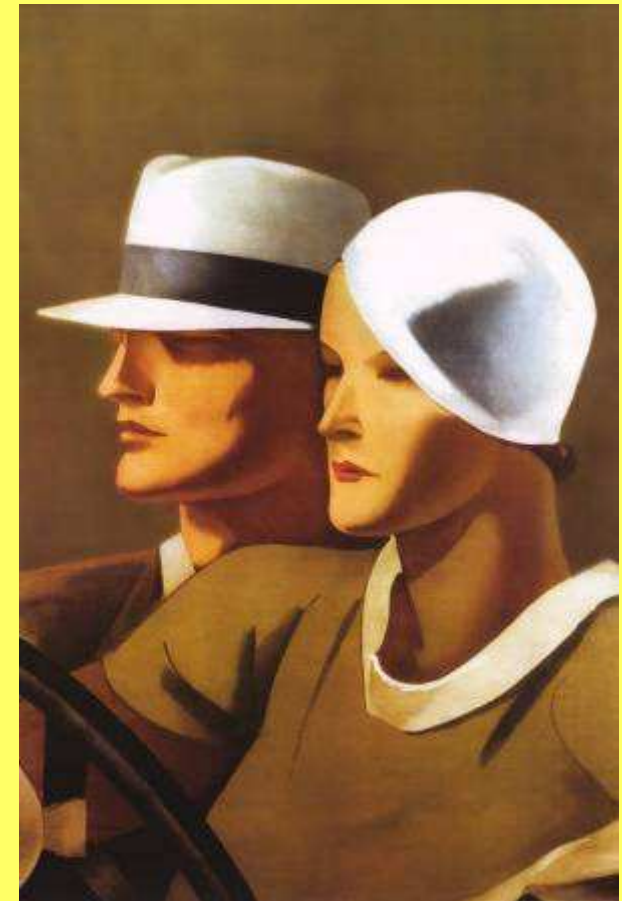
Arrival: at 9.35 a.m





Did you like it?

Yes, we did. It's the trip I've always dream with.
What about the price?



It's 4.748 € all-in

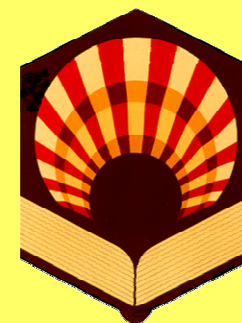


OK! We'll buy
it! Could we
pay with credit
card, please?



Certainly!

IVÁN BARRERA CEBRIÁN
1st TOURISM



Campañas con éxito

¿Qué hace que una campaña de marketing tenga éxito? El crecimiento de mercados y el acceso a información ilimitada hace que las empresas recurran a la innovación para resaltar sus productos y marcas. El siguiente texto nos da algunas sugerencias de cómo hacer destacar una campaña de marketing del resto.

Marketing Success

Nowadays, thanks to the Internet and other advances in technology, potential consumers have unlimited access to information. Markets continue to grow and people can choose from a thousand different options. Often, what makes the difference is the company that provides clients with personalized attention; services tailored to the customer's needs. Customers want to feel taken care of and feel that their opinion matters. Above all, clients need to feel attracted to the product. The role of marketing departments within companies is to help the consumer decide, giving them convincing arguments so that their brand is the one that is chosen.

A successful marketing campaign is one that attracts clients to a company's products. Once we have chosen the message we want to project, we must be able to communicate it adequately. While planning our marketing actions, it is essential to know what motivates the buyer, predict what clients will expect in the near future and what will make them become repeat consumers.

The information included in campaigns must be based on simple, practical and innovative ideas. When we create a marketing action, we should keep the following in mind:

- ✓ Design it from the client's point of view.
- ✓ Break away from established norms and open up new horizons. Offer practical solutions to concrete problems.
- ✓ Create brands with personality.
- ✓ Aim to be exclusive and linked to the concept defined.
- ✓ Longer lasting campaigns tend to be more effective than shorter ones. The success of a marketing campaign is determined by the impact it has on potential clients and not on how expensive it was to carry it out.

Significado de algunas palabras del texto:

- Nowadays: hoy en día - Nowadays, it is important to speak English as it is the international language of communication. Hoy en día es importante hablar inglés, ya que es el idioma para la comunicación internacional.
- Tailored: a medida - Tailored training courses are more effective. Los cursos de formación a medida son más efectivos.
- To take care of: al cuidado de, bajo control - Everything is taken care of for the event. Todo está bajo control para el evento.
- Matters: es importante - Your opinion matters! Tu opinión es importante!

- Buyer: comprador The Internet gives buyers many options to choose from. Internet da a los compradores muchas opciones para escoger.
- Repeat consumers: clientes que compran por segunda vez - This year, our company had an increase in repeat customers. Este año, la empresa tuvo un aumento en clientes que compran por segunda vez.
- Point of view: punto de vista - The more points of view we have the better!. Mientras más puntos de vista tengamos mejor!
- Break away from: alejarse, desprenderse de - It is important to break away from bad habits. Es importante desprenderse de malos hábitos.
- Aim: objetivo - The aim of the new marketing strategy is to promote our business within a different sector. El objetivo de la nueva estrategia de marketing es promover nuestro negocio dentro de un nuevo sector.

EFFECTIVE INTERNAL COMMUNICATION LEADS TO SUCCESS (LA COMUNICACIÓN INTERNA POTENCIA EL ÉXITO DE LA EMPRESA)

Over the years, internal communication has become a crucial element when it comes to defining a company's corporate strategy. Internal communication can be directed in three parts: a) vertically: from directors to middle managers to employees; b) in the inverse order: from lower positions to managers and directors and, c) horizontally: between employees of the same position. The type of information dealt with within an organization can be divided into three different areas: corporate information, general information about **work-related** topics, and information about an employee's or department's specific **tasks**.

Effective internal communication can contribute to:

- Maintaining a good working **environment** by keeping all employees informed about the company's development, projects, goals and results.
- Supporting the path towards the desired corporate culture.
- Coordinating everyone's efforts towards a common goal.
- Facilitating the **decision-making process**.
- Motivating employees by providing them with information needed for their professional development.
- Optimizing **team work** and **encouraging** the **exchange** of ideas among employees and departments.
- Facilitating change and reducing levels of resistance when it occurs.

In a company where effective communication **takes place** both employees and management take the initiative to solve problems, obtain information or suggest changes for improvement. The sum of the entire workforce heading in the same direction not only improves the company's result but also increases the level of employee satisfaction.

Significado de algunas palabras del texto:

- **Work-related**: en relación al trabajo - Work related information should not leave the Company, it is confidential. La información relacionada con el trabajo no debería salir de la empresa ya que es confidencial.
- **Tasks**: tareas - The ad should have a detailed description about the tasks involved in the new job position. El anuncio debería tener una descripción detallada de las tareas que incluye el nuevo puesto de trabajo.
- **Environment**: ambiente - It is important that we put an effort into improving our work environment. Es importante que hagamos un esfuerzo en mejorar el ambiente laboral.
- **Decision-making process** : proceso de toma de decisiones - It is important to speed up the decision-making process. Es importante agilizar el proceso de toma de decisiones:

- Team-work: trabajo en equipo - Team-work is required for the new marketing position. El nuevo puesto en el departamento de marketing requerirá trabajar en equipo.
- To encourage: animar - The new manager encourages employees to recycle. El nuevo gerente anima a los empleados a reciclar.
- Exchange. intercambio - Both candidates exchanged their views during the debate. Ambos candidatos intercambiaron sus puntos de vista en un debate.
- To take place: llevar a cabo - The conference call will take place in the Director's office. La video conferencia se llevará a cabo en la oficina del Director.

El correo electrónico en los negocios 1

La globalización y la facilidad que aporta la comunicación a las nuevas tecnologías han transformado la forma en que nos relacionamos y, más aún, la manera de hacer negocios. El siguiente texto nos habla de ello.

E-mail and its importance for business I

Rapid market growth coupled with the effect of new technologies have transformed the way in which we relate to each other and even more so, the way in which we do business. Nowadays, everything moves at a rapid pace, business is conducted more efficiently with deals being closed in half the time and from almost anywhere in the world. However, because of this, two important things have been sacrificed: personalized relationships and the art of written communication.

When a business deal takes place after having had the necessary number of meetings (usually one or two at the most), the rest of our interaction is done practically virtually; several phone calls, perhaps a meal, but mainly a continuous flow of emails. This has led to the elimination of a once highly respected and important form of communication: the written letter. The written form is now reserved for bills, requirements, notifications, etc. E-mail has almost completely substituted the written letter, bringing with it a lack of formality and style.

Many times, when we write an email we convert ideas into words as they come out, without much thought or consideration and without paying much attention to the correct style: We often disregard grammatical rules, punctuation and greetings. In a nutshell, emails are often sent instantly, without a proper revision of what's been written. Email is a written text without the formalities; however, we often overlook the fact that the information contained in them is filed or documented. Needless to say, once an email has been sent, there is no room for modification. It is therefore recommended that we carefully revise the text in our emails when

Significado de algunas palabras:

- Coupled with: junto con - Experience in sales coupled with a good level of English are two important requirements for the position. Experiencia en ventas junto con un buen nivel de inglés son dos requisitos importantes para el puesto.
- Pace: paso, ritmo.- Sometimes it necessary to slow down and go at our own pace. A veces es necesario tomarnos las cosas con calma e ir a nuestro propio ritmo.
- Business deal: trato de negocios - We must try to close the business deal before we leave, if we don't, it will be too late. Debemos intentar cerrar el trato antes de irnos, si no, será muy tarde.
- In a nutshell: resumiendo - The new policy has endless flaws. In a nutshell, we should rewrite it. La nueva política tiene un sinfín de defectos. En resumen, deberíamos rehacerla.
- Proper: adecuado - We must make proper use of the media lab. Debemos darle un uso adecuado a la sala multimedia.

- Overlook: pasar por alto - We shouldn't overlook the fact that the project must be given in by the end of next month. No debemos pasar por alto que el proyecto debe ser entregado a finales del mes que viene.
- To file: archivar - Could you please file the weekly magazines in the cabinet? ¿Puedes, por favor, archivar las revistas semanales en el cajón?
- Needless to say: huelga decir - Needless to say, this presentation requires a lot more work. Huelga decir que esta presentación requiere trabajo adicional.

El correo electrónico en los negocios II

En el trabajo, un profesional envía y recibe un promedio de 20 correos diarios. Sin embargo, la mayor parte no tienen en cuenta la importancia de escribirlos adecuadamente. Este texto nos habla de cómo podemos mejorar nuestra comunicación al utilizar el correo electrónico.

E-mail and its importance for business II

On a day to day basis, professionals send and receive an average of 20 emails. However, most of them do not take into account the importance of writing them correctly. When we write, be it an email or a letter, the goal is to not only transmit the information in a clear way but at the same time use this form as a substitute for formal verbal communication. The wrong choice of words, information used out of context, the excessive use of colloquial terms or the improper use of punctuation can lead to a misunderstanding of the information that we are transmitting.

It's in both the company's and the employee's best interest to establish a series of rules when it comes to pieces of writing that leave the office. The objective is clear: avoid losing any business opportunities or potential clients. The following should be taken into consideration when emailing:

- ✓ Emails should be concise. Direct language is the most effective when communicating to other professionals.
- ✓ Use the subject of the email to catch the reader's attention and motivate them to read the entire message. The subject should be short and precise and should provide a general idea of the content of the email.
- ✓ The body of the email should include the objective or reason for writing, preceded by a greeting. The conclusion should clearly indicate next steps or what we expect to happen as a result of the email.
- ✓ Correct grammar, spelling, and use of punctuation should be used as it will make the document easier to read.

Significado de algunas palabras:

Take into account: tener en cuenta - All comments placed in the suggestions box should be taken into account. Todos los comentarios colocados en la caja de sugerencias deberían tenerse en cuenta.

Choice: elección - We have no other choice but to think of another way to expand our business to other markets. No tenemos otra elección que pensar en otra vía para ampliar nuestro negocio a otros mercados.

Misunderstanding: malentendido - It must be a misunderstanding, he would never put the company at risk. Debe de ser un malentendido, el nunca pondría en riesgo a la empresa.

The following: el siguiente - The following paragraph has been deleted from the contract. El siguiente párrafo ha sido eliminado del contrato.

Subject: título - It is important that the subject of the email be attractive to the reader. Es importante que el título (asunto) del email sea atractivo para el lector.

To catch attention: llamar la atención - The new ad has been specifically designed to catch the viewer's attention. El nuevo anuncio ha sido diseñado específicamente para llamar la atención del espectador.

Greeting: saludo -I usually stand up when greeting a director. Normalmente me pongo de pie al saludar a un director.

Spelling: ortografía - This report should be reviewed, it has a lot of spelling mistakes. Este informe debería ser revisado, tiene muchos errores ortográficos.

Evolución de mercados

Una empresa es un vehículo en constante movimiento. Como cualquier medio requiere de elementos sólidos que le ayuden a moverse y de un conductor eficaz para guiarlo con destreza. Al mismo tiempo debe dar sensación de seguridad y bienestar. Pero como cualquier vehículo debe ser renovado. El siguiente texto es una muestra de ello.

Adapting your company to new times

Doing business and dealing with competitors in today's global market is a challenge many Spanish companies face. This new trend requires extensive knowledge and resources. Companies have to break away from their traditional way of doing business and be able to design creative and innovative strategies in order to be successful.

Being competitive means moving away from old ideas and setting new standards and objectives. Old ideas can be both impractical and extremely difficult to get rid of. This constant move towards creativity and innovation forces organizations to think out of the box and question their policies and change their strategies. But to do this takes time and money, and not everyone is willing to go through the trouble.

Adapting organizations to «new times» without major setbacks can be a headache for many. To achieve this goal, companies not only have to revamp ideas and structures but also have to phase in concepts such as leadership, communication, creativity, and active collaboration among staff for a set period of time. These concepts though not new, have evolved over the years into becoming primary business principles.

Some of the keys to a successful transition are maintaining transparency throughout the entire process which includes keeping the employees informed about new developments. Doing this will not only ensure that the company successfully adapts itself to the ever-changing future but will also make the employees feel that they have been part of the process.

Significado de algunas palabras del texto:

- Trend: Tendencia: The new trend is to evaluate employees before and after training. La nueva tendencia es evaluar a los empleados antes y después de la formación.
- Break away from: Alejarse - You have to break away from old ways of doing business. Tienes que alejarte de viejas formas de hacer negocios.
- Moving away from: Alejarse - Try moving away from unnecessary expenditure. Intenta no incurrir en gastos innecesarios.
- To get rid of: Deshacerse de algo - Get rid of that old car. Deshazte de ese viejo coche.
- To think out of the box: Tener otra perspectiva, considerar otras opciones - You must think out of the box if you want to go ahead with the project. Debes considerar otras opciones si quieres ir adelante con el proyecto.
- Revamp: Rehacer, reestructurar - Starting all over again means revamping everything. Empezar de nuevo significa reestructurar todo.
- Phase in: Implementar - You have to phase in the new software over the next 3 months. Debes implementar el nuevo software en los próximos 3 meses.

- Staff: Personal de un departamento, empresa, etc. - Our marketing staff will gladly help you with whatever you need. Nuestro personal de marketing estará encantado de ayudarte en lo que necesites.
- Ever-changing: Cambio continuo - An ever changing price policy will not benefit the economy. Un cambio continuo en la política de precios no beneficiará la economía.

Formación 'outdoor'

Hace algunos años surgieron con mucha fuerza las actividades formativas fuera de la oficina, la formación outdoor. Este nuevo concepto ofrece una dimensión más divertida y motivadora a las empresas. El siguiente texto nos habla de ello.

Outdoor training

Several years ago there was a large demand for «out-of-office» training activities or «outdoor» training. This new concept offered a non traditional way of providing employees with skills and values that they might not learn in the office. The wide range of activities offered in an «outdoor» training seminar is particularly oriented towards team building and leadership skills. Despite having slowed down in the past, the demand for outdoor training has now returned stronger than ever.

Current training programs have changed and methods have evolved. Companies require that programs meet their demands on specific areas such as: location, time, season, objective and budget. At the time of making the decision the company has a wide range of options to choose from: paint ball, go-carting, theatrical interpretation, rock climbing or even survival games. During the course of the training, employees face situations in which they have no other alternative but to put to use skills learned in order to achieve success. Both mental and physical challenges are aspects of this type of training with themes like: team work, creativity, leadership, conflict resolution or time management.

Practising outdoor training isn't all fun and games though, as they can represent arduous tests for the participants. However, once we have overcome the challenges the advantages are considerable; increased levels of motivation, higher levels of self esteem and greater demonstration of leadership skills. Outdoor training is a great way to complement in-company training. Next time, instead of a closed door seminar, take your team rock climbing, you'll be amazed by the results.

Significado de algunas palabras:

- Outdoor: al aire libre - Doing outdoor sports is a great way to exercise the body and relax the mind. Hacer deportes al aire libre es una buena forma de ejercitar el cuerpo y relajar la mente.
- To provide: proveer - We must remember to provide the staff with the material prior to the meeting. Debemos recordar proveer al personal con el material antes de la reunión.
- Team building: dinámica de grupos - The seminar on negotiation consists of team building exercises. El seminario de negociación consiste en ejercicios de dinámica de grupos.
- Leadership: liderazgo - Leadership is one of the qualities we are looking for in the candidate. Liderazgo es una de las cualidades que buscamos en el candidato.
- Arduous: difícil - Despite going through arduous times, it was definitely worth it. A pesar de pasar por tiempos difíciles, definitivamente valió la pena.

- To overcome: superar - One must overcome obstacles and learn from mistakes. Uno debe superar los obstáculos y aprender de los errores.
- Self esteem: autoestima - He has very little self esteem, that's why he hasn't succeeded in the project. Él tiene poca autoestima, es por ello que no ha tenido éxito en el proyecto.
- Amazing: impresionante - The pharmaceutical company made an amazing discovery this year. La empresa farmacéutica hizo un descubrimiento impresionante este año.

El conocimiento efectivo

El factor clave que determina la supervivencia de una empresa se encuentra en su capacidad para utilizar los conocimientos de su capital humano de manera efectiva. El siguiente texto nos habla de ello.

Effective knowledge

The key that determines a Company's survival lies within its ability to use its knowledge and workforce in an effective manner. The way in which a company manages its know-how marks the difference between its capacity to influence the market and its performance at the end of each term. Without a doubt, a Company's daily reality is related to the strength of its numbers, investments, sales, costs, etc. However, it is the intangible aspects that make the true competitive differences between companies.

The degree of vitality of a company is based on its creativity, its potential to innovate and its ability to adapt to change. All of the above greatly depend on its human capital, its knowledge, the skills offered by its workers and the relationships established between the co-workers. When a Company invests in its workforce it optimizes its performance, reduces the response time and strengthens its brand.

Effective knowledge is composed of 4 basic areas:

- Creativity: focuses on contributions provided by work teams and improvements to the Company's systems made by each individual.
- Competencies: is the knowledge and skills that each employee possesses that allows the individual to perform his/her job to the maximum effectiveness.
- Disposition: it refers to people's self-motivation skills, as well as the values by which they work.
- Knowledge adaptation: the process of gathering and selecting the most useful skills for every situation and building knowledge in order to deal with new situations.

Significado de algunas palabras del texto:

- Key: llave, clave - You should read this book; it holds the key to success! Deberías leer este libro; contiene la clave del éxito!
- Lies within: se encuentra en — The answer lies within the new market trends. La respuesta se encuentra en las nuevas tendencias del mercado.
- Workforce: trabajadores, plantilla, empleados — The entire workforce united to support the policy plan. Todos los empleados se unieron para apoyar el nuevo plan.
- Know-how: conocimientos — We could all learn from him, he's got the know-how needed to get the job done. Todo podríamos aprender del él. Tiene los conocimientos necesarios para realizar este trabajo.

- Without a doubt: sin duda - Without a doubt, this year will be a magnificent one. Sin duda, este año será magnífico.
- Daily: a diario, diariamente - He is in charge of distributing the daily mail. Él es el encargado de distribuir el correo diario.
- Strength: fuerza, fortaleza - Looking at the strengths is an important part of any SWOT analysis. Ver las fortalezas es una parte importante de cualquier análisis DAFO
- Improvement: mejora - The graph shows significant improvement in relation to potential clients around the world. La gráfica muestra una mejora significativa en relación a clientes potenciales en todo el mundo.
- To gather: reunir - You must gather enough work experience before applying to that masters program. Debes reunir experiencia laboral suficiente antes de aplicar a ese postgrado.

El estilo corporativo identifica a la empresa

La enorme competitividad en el mercado actual hace imprescindible que las empresas se identifiquen de forma precisa y exclusiva ante los clientes. Ésta identificación va más allá de la calidad de sus productos, el sector en el que se especializa o su volumen de ventas. El siguiente texto nos habla de ello.

The corporate style identifies the company

The extreme competitiveness found in current markets requires that companies identify themselves in a precise and exclusive manner. This identification goes beyond the quality of the products, the current market position or the current sales volume. It becomes a way of doing things as well as a means of communication. The company's style, together with the above, defines a company and highlights its advantages compared to those of the competition.

The corporate style chosen by the company simplifies and restricts the message sent out to the market. It also helps to protect its image, both internally and externally as employees become involved in the overall process and its correct use. It's precisely this correct use of a corporate style that makes two issues happen: first, it contributes to message clarity and second, it avoids creating an undesired image within the corporation.

It is important to remember that the information that we give clients, providers, media, etc. represents the inner values of the company, and can therefore directly affect its market position. Ensuring that the company's style is correctly communicated can help companies succeed.

Significado de algunas palabras del texto:

- Current: actual - Current market trends show a clear increase in the demand of our products. La tendencia actual del mercado muestra un claro aumento en la demanda de nuestros productos.
- Highlight: resaltar - It is necessary to highlight the effort that the sales department has put into the project. Es necesario resaltar el esfuerzo que el departamento de ventas ha puesto en el proyecto.
- Restrict: restringir - Once the presentation starts we must restrict access to the room. Una vez que haya comenzado la presentación debemos restringir la entrada a la sala.
- Overall: en general - The company provides overall guidelines on how employees should dress when coming to work. La empresa daa los empleados indicaciones generales de como deberían vestir para venir a trabajar.
- Issue: asunto - The issue is that the room is too small to fit the entire department. El asunto es que la sala es demasiado pequeña para acomodar a todo el departamento.
- To avoid: evitar - The director will give a seminar on how to avoid common errors while negotiating. El director impartirá un seminario sobre cómo evitar errores comunes durante las negociaciones.
- Undesired: no deseado - The company must eliminate undesired content from the intranet. La empresa debe eliminar el contenido no deseado en la intranet.

- To ensure: cerciorarse, asegurarse - The guards must ensure the safety of the building.
Los guardias deben cerciorarse de la seguridad del edificio.

El trabajo en equipo II

Después de tantos años de fijarnos en las necesidades y exigencias que tiene que cumplir la empresa para ser competitiva en el mercado, conviene reflexionar y mirar hacia adentro: el trabajo en equipo. El siguiente texto nos habla de ello.

Team work

After years of analyzing the areas that companies should focus on in order to be more competitive in the market, it is now advisable for companies to pause, and have a look inside their organization. It is time to reflect on the inner workings of the company and detect which areas can be improved. One of the most important aspects that boost a company's competitiveness in the market is team work.

Understanding people's dynamics, interpersonal relationships, what moves employees and what differentiates them from one another, can help boost motivation and can contribute to right decision making. A company's driving force uses the skills and knowledge of its employees as the foundation of its structure, but it is the synchronization and healthy environment within teams that really helps an organization to function correctly. When people within teams share the same objectives, communicate well and complement each other's skills, daily work becomes more effective and productivity increases.

When professionals from different backgrounds have the same objectives the flow of ideas increases, creativity is optimized, and when there is better management of the knowledge everyone possesses, the decision-making process is faster. When looking towards the future it is just as important to have the precise knowledge to adapt to the market as it is to have the right attitude in order to achieve success.

Significado de algunas palabras del texto:

- **Advisable:** recomendable — It is advisable that employees do not leave valuables on their desks. Se recomienda a los empleados no dejar pertenencias de valor en sus mesas.
- **Reflect:** reflexionar — It is time to reflect on the distribution strategies that have not been successful this year. Es tiempo de reflexionar acerca de las estrategias de distribución que no han sido exitosas este año.
- **Relationships:** relaciones — Maintaining business relationships is an important requirement of the sales manager position. Mantener relaciones de negocios es un requisito importante para puesto de gerente de ventas.
- **Boost:** aumenta, optimiza — Having a multivitamin juice every morning boosts my energy levels. Beber un zumo multivitaminas todas las mañanas aumenta mi nivel de energía.
- **Driving force:** fuerza - The driving force of this organization is the employees' enthusiasm and dedication. La fuerza de esta organización se encuentra en el entusiasmo y dedicación de sus empleados.

- Healthy: saludable — Adopting a correct posture while typing on your computer is healthy. Adoptar la postura correcta mientras escribes en tu ordenador es saludable.
- Share: compartir - The Company encourages employees to share information about certain work topics. La empresa anima a los empleados a compartir información acerca de ciertos temas de trabajo.
- Just as: tanto como — The new project assigned to the HR department is just as exciting as the last one. El nuevo proyecto asignado al departamento de RRHH es tan emocionante como el último.

Escuchar al cliente

Hoy en día la calidad de un producto es de suma importancia a la hora de “enganchar” a nuestros clientes. En muchos casos es precisamente la calidad lo que hará que un cliente sea fiel a una marca o empresa. El siguiente texto nos habla de ello.

Listening to what the customer has to say

Quality, whether it is related to a product or service is all about fulfilling needs and expectations. The goal of any business should be to guarantee client satisfaction and to make sure that all efforts are being made to obtain that goal. Happy clients are usually repeat clients. Once we build up our client base it is then that we can determine which actions have been successful and which ones should be discarded. However, keeping clients happy is more than just offering the right product or making the right marketing campaigns throughout the year. Many times, customers are more concerned about the overall service they get than the actual product itself.

Companies are always redefining what's really important when providing a service or offering a product. The first impression is the one that counts and companies are very keen on packaging the right product at the right time. This step is vital to the overall process of increasing sales. If the company is interested in keeping clients happy then it is necessary to pay close attention to what they have to say.

There are a number of steps to take:

1. Product turnover - Product turnover should increase by introducing upgraded formulas that push older items off the shelf.
2. Asking clients for their opinion - Knowing what clients think is the best way to gain insight into how good the product or service is.
3. Planning - When launching a product, one has to keep in mind what measures will be necessary to make over time in order for the market to react favourably.
4. Learning from mistakes - First trials are important to get the right feedback. Only then we can make the necessary adjustments.

Significado de algunas palabras del texto:

Fulfil: realizar, cumplir - She did not fulfil the minimum requirements.. Ella no cumplió con los requisitos mínimos.

Effort: esfuerzo- The company must put time and effort into the new product in order to meet the goals. La empresa debe poner tiempo y esfuerzo en el nuevo producto para lograr las metas.

To be concerned: preocuparse- There is nothing to be concerned about. No hay nada de qué preocuparse.

Keen on: inclinarse hacia algo -I am keen on the first option. Me inclino hacia la primera opción.

Overall: en general -I had a very positive overall impression about the course. En líneas generales tuve una buena impresión acerca del curso.

Turnover: facturación. - This year's turnover has been better than last year's. La facturación de este año ha sido mejor que la del año pasado.

Off the shelf: retirar del mercado - Outdated equipment must be taken off the shelves. Los equipos desactualizados deberán retirarse del mercado.

Measures: medidas - Drastic measures must be taken if we want to see an increase in sales. Debemos tomar medidas drásticas si queremos que aumenten las ventas:

Trials: pruebas - The trials for the new medicine were successful. Las pruebas para el nuevo medicamento fueron exitosas.

Feedback: observaciones - We are waiting to receive feedback from the lawyers. Esperamos a que los abogados nos den sus observaciones.

La productividad en las empresas

La productividad de una empresa depende en muchos casos de su activo máspreciado: sus empleados. Cada año un gran número de empresas enfocan sus esfuerzos en la mejora de la productividad, pero sin prestar demasiada atención a lo que es verdaderamente más importante: la satisfacción del cliente interno.

Productivity and growth

A company is more just than a group of social and economical structures comprised of employees, financial spread sheets or fluctuations in the stock market. It's a complex human network that shares objectives and common goals. The idea that computers would one day do the jobs of humans has been felt in many sectors like telecommunications, textile, manufacturing, agriculture, etc. However, the human factor is really what moves the business world. Until computers are able to think, reason, and negotiate there are limitations to the jobs that they can do.

Companies that want to increase productivity should focus on their most important asset: their employees. Investing time and money in employee training and resources not only helps to motivate staff but can also make their work more efficient, which is one step towards improving productivity.

When a company competes internationally, in an effort to grow, it is important that its local employees are able to support the operations in the new international market. The level of support offered by the employees can either make or break the business internationally.

Paying attention to basics like employee motivation, training, benefits and resources can have a positive effect on a company's growth and productivity.

Significado de algunas palabras del texto:

- Spread sheet: hoja de cálculo - The Company's annual report includes spread sheets describing the year-end results. El informe anual de la empresa incluye hojas de cálculo que describen los resultados de este año.
- The stock market: la Bolsa - Investing in the stock market can be risky. Invertir en la Bolsa puede ser arriesgado.
- Network: red - His Company consists of a network of 15 branch offices. Su empresa consiste en una red de 15 sucursales.
- Asset: activo - I am sure that the new Marketing Director will be a great asset to the team. Estoy segura de que el nuevo Director de Marketing será un buen activo para el equipo.
- One step towards: un paso hacia - The revamping of our sales strategy is one step towards success. La reestructuración de nuestra estrategia de ventas es un paso hacia el éxito.
- To improve: mejorar - You must practice if you want to improve your English writing skills. Debes practicar si quieres mejorar tu habilidad de escritura en inglés.

- Support: apoyo - We will need support from the IT department while we do the presentation. Necesitaremos apoyo del departamento de IT mientras hacemos la presentación.
- Make or break: Make or break: lograr o fracasar - The presentation to the international partners will either make or break our company's business plan. La presentación a los socios internacionales hará que se logre o fracase nuestro plan de empresa.

La red profesional

Para los negocios es esencial conocer a la gente apropiada. Un contacto en el lugar propicio puede darle un agradable empujón a un proyecto. El siguiente texto nos habla de ello.

Networking

We're not disclosing any top secret when we tell you that in order to do business it is essential to know the right people. A contact in the right place at the right time can give any project the extra leverage it needs to be put into action. Nowadays, it is as important to possess technical knowledge as it is to be street smart, and have the ability to interact with other professionals in order to obtain the desired objective. In many cases, an idea or a project gets discarded because we do not have access to the people who can make it successful.

Networking means connecting with people through a «someone who knows someone» channel. This process is supported by the famous theory of Six Degrees of Separation, which states that every person is a step away from people they know and two steps away from people known by the people they know. The success of this network relies on how capable we are at expanding it and how much effort we put into maintaining the relationships that result from it.

It is usually easier to reach a potential client if there is already an existing link, an intermediary, a person who will throw in a good word for us, someone who can become a qualified reference. This way the network becomes a solid base from which we can pull in order to strengthen our own skill set. Networking should be an essential part of the-day to day tasks of every professional.

Significado de algunas palabras:

- To disclose: revelar - We must be careful not to reveal any confidential information about the new project. Debemos tener cuidado de no revelar información confidencial acerca del nuevo proyecto.
- Leverage: apalancamiento - A strong business case will serve as leverage for the numbers we have presented to the board. Una propuesta de negocios sólida nos servirá de apalancamiento para las cifras que hemos presentado a los directivos.
- Smart: listo - We must be smart about when and where we launch the new product. Tenemos que ser listos sobre cuando y donde lanzamos el nuevo producto.
- Channel: canal - We currently have three sales channels open. Actualmente tenemos tres canales de ventas abiertos.
- A step away: a un paso - The Director has just Informed me that we are one step away from closing the deal. El director acaba de informarme de que estamos a un paso de cerrar la venta.
- Te rely on: contar-con, apoyarse en - We must rely on the projected sales figures in order to make decisions about the marketing budget for next year. Debemos apoyarnos en las cifras de venta proyectadas para tomar decisiones acerca del presupuesto de marketing para el año que viene.

- Link: vínculo, unir, conectar - In order for you to have access to the video conference program, you must be linked into the company's server. Para que puedas acceder al programa para videoconferencias debes estar conectado al servidor de la empresa.
- To throw in a good word: hablar bien de algo/alguien -I know the HP Manager who will interview you tomorrow, I'll put in a good word for you. Conozco al gerente de RR.HH. que te entrevistará mañana, le hablaré bien de ti.

Liderazgo

Uno de los temas que más aparecen en los seminarios y las metodologías de formación para la empresa se refiere a las cuestiones del liderazgo. El siguiente texto nos habla de ello.

Leadership

«There's nothing more essential for leadership than to carefully select what to take and what to set aside» (The art of leadership, Thomas Cleary)

One of the most popular topics in seminars and in-company training is leadership. In the past, a leader came across as a being able to carry the world on his/her shoulders and perform one hundred tasks at the same time. Over the years, that idea developed into a more human one; someone who not only deals with others, but also builds teams and manages talent. A leader is now defined as a person who is aware of his/her own strengths and weaknesses, strives to become better and is a flexible and a communicative person. Above all, he/she is constantly on the look-out for new opportunities while helping others.

Over the past years, we've increasingly come across social and environmental issues. Key opinion leaders often discuss theories about taking care of the environment and achieving social equilibrium. As a result, a new concept of leadership arises. A committed leader chooses to get involved in the development of his/her company not only internally but also externally in areas that may have little to do with its main activity.

Considering his/her company as a smaller version of the global society, a leader fights for its improvement. When everyone strives towards a common goal, a reference point of sustainable growth is created in the market. Thus, the leader's role is important not only in achieving success but making sure that success is achieved in an ethical and socially acceptable manner.

Significado de algunas palabras:

^ Set aside: Dejar a un lado — We must set aside the presentation for the moment, preparing the annual report is the priority. De momento debemos dejar a un lado la presentación, la preparación del informe anual es la prioridad.

^ Leadership: Liderazgo — We are looking for a candidate with leadership skills. Buscamos a un candidato con habilidades de liderazgo.

Shoulders: Hombros — It will be easier if you carry the box on your shoulders. Será más fácil si cargas la caja en tus hombros.

^ On the look-out: En busca de - Part of the tasks for the job is to always be on the look-out for events where we can participate. Parte de las funciones para el puesto es siempre ir en busca de eventos donde podamos participar.

^ issues: Temas — The agenda includes the issues that will be discussed during the conference call. La agenda incluye los temas que se discutirán en la llamada.

^ Arises: Surge, emerge - If the possibility arises, we should take advantage of it. Si surge la posibilidad, deberíamos aprovecharla.

^ To fight for: Luchar por algo — He fought for his company and he finally succeeded. Luchó por su empresa y finalmente lo ha logrado.

^ Growth: Crecimiento — The product's growth rate has increased by 2% in comparison to last year. La tasa de crecimiento del producto ha aumentado un 2% en comparación con el año pasado.

Liderazgo III

En el movimiento del cambio actual, la adaptabilidad y la evolución de la empresa son esenciales. La empresa moderna y el líder que la representa tienen por delante el reto de transformar las ideas y concepciones mantenidas por el mercado empresarial hasta ahora. El siguiente texto nos habla de ello.

Leadership III

Change requires that adaptability and willingness to evolve are present within a company. Modern businesses and the leaders who represent them have many challenges ahead of them. They must revamp ideas and at the same time question beliefs supported up until now by the business world. A company, in its adaptation to the modern world, needs to be flexible, but above all, it needs to have a clear vision.

The committed leader re-evaluates situations, is a creative problem solver, sets clear objectives and provides the means to reach them. When a company decides to take part in activities that have social or environmental implications it has the obligation and responsibility to transform itself. This internal transformation may involve admitting its own mistakes in the hope of learning from them. It is important that the company does not forget that its major challenge resides not only in changing in order to adapt to the market but also in using change to build a more responsible society.

Saving energy, recycling, and using biodegradable products, are all examples of measures required by company clients. Clients request a greater concern for their surroundings and environment and they hold company leaders responsible for that. When the activity of a company is perceived as a possible risk, it loses the market's trust and jeopardizes its ability to compete. The role of a leader should be to direct activities towards areas that create a balance between a profitable business and a sustainable environment.

significado de algunas palabras:

^ Will: Voluntad - We must trust that his good will, will make him change his mind. Debemos confiar en que su buena voluntad le hará cambiar de parecer.

^ Challenge: reto - Most companies face the challenge of hiring people with a high level of English. La mayoría de las empresas se encuentra con el reto de contratar a personas con un alto nivel de inglés.

^ Ahead: adelante - Go ahead and send them the report. He will look at it when he returns from his business trip. Adelante, envíale el informe. Él lo verá una vez que regrese de su viaje de negocios.

^ Revamp: cambiar drásticamente - We must revamp the entire strategy. Debemos cambiar drásticamente la estrategia.

^ Means: medios - A good manager provides the means for effective communication between co-workers. Un buen gerente provee los medios para la comunicación efectiva entre empleados.

^ Take part: ser parte de, participar - It is important that we all take part in the decision-making process. Es importante que todos participemos en el proceso de toma de decisiones.

^ Measures: medidas - We must take the appropriate measures so that this doesn't happen again. Debemos tomar las medidas apropiadas para que esto no vuelva a suceder.

^ To lose: perder - Hope is the last thing you should lose. La esperanza es lo último que deberías perder.

^ Jeopardize: poner en peligro - He would never jeopardize our confidentiality agreement. Él nunca pondría en peligro nuestro acuerdo de confidencialidad.

LIDERAZGO-LEADERSHIP

For a company to be successful and to be able to **persevere** in good and bad times there are a series of essential factors that must be considered. These elements **belong** to a concept called **leadership**. Developing this attribute takes time, dedication, openness to change, and a **willingness** to take part in activities related to continuous education.

Companies are constantly **facing** new competition and in order to survive, leaders within the company must build a solid structure based on human factor. Cultivating a culture that shows appreciation for the work done by employees helps to increase motivation and many times helps to identify new leaders within the company. The **strength** of a company lies within the **work values** of the team, effective time management, creating new **challenges** and opportunities, personal motivation and continuous training.

Highly qualified leaders make a company stand out among the rest. Putting into practice the knowledge that they have **acquired** many times allows the company to get through difficult times. Leaders don't wait for things happen. On the contrary, they try to anticipate problems and change, in order to benefit from them.

Significado de algunas palabras del texto:

- Perseverance: perseverancia - Because of the perseverance of our employees, the company finally succeeded. Debido a la perseverancia de nuestro personal, la empresa finalmente tuvo éxito.
- Belong to: pertenecer a - This book belongs to her. Este libro pertenece a ella.
- Leadership: liderazgo - Because of the CEO's leadership we were able to survive the crisis. Debido al liderazgo del Presidente pudimos sobrevivir a la crisis.
- Willingness: buena voluntad – Her willingness to put in long hours made the difference in the final outcome of the project. Su buena voluntad para quedarse hasta tarde, impactó mucho en el resultado final del proyecto.
- Facing: afrontar - When your company is facing bad times, you should focus on your employees. Cuando tu compañía afronta tiempos difíciles, debes enfocarte en tus empleados.
- Strength: fortaleza - Math and computer programs are his strength. Las matemáticas y programas informáticos son sus fortalezas.
- Work values: valores (en el lugar de trabajo) - Strong work value like dedication and ethics have an impact on company results. Valores como la dedicación y la ética tienen un impacto en los resultados finales de la compañía.
- Challenge: reto - My grandmother loves new challenges. At 85 she is learning to use the computer. A mi abuela le encantan los nuevos retos. Con 85 años está aprendiendo a utilizar el ordenador.

- Highly qualified: muy cualificado - She has an MBA and a PHD. She is highly qualified for the position. Ella tiene un Master y un Doctorado. Ella está muy cualificada para el puesto de trabajo.
- Acquire: adquirir - When his parents retired, he acquired the family business' rights. Cuando se jubilaron sus padres, él adquirió los derechos del negocio familiar.

Negociar, más que una ciencia es un arte

Negociar un contrato, una subida de salario, una solución a medida, hasta con los vecinos. El día a día nos lleva a negociar continuamente. Aprender a negociar no es fácil; incluso crea ansiedad. El texto a continuación es una muestra del día a día de un arte cada vez menos abstracto.

Negotiating

Negotiating, negotiating and more negotiating. It is amazing how a company can become so fixated on just one word and so dependent on the people who come together in order to discuss their interests and objectives. The final outcome of the negotiation depends on the entire process; from the moment we send the first bit of information until the point when the actual negotiation takes place. One must take into account that negotiating starts long before the actual encounter takes place.

We should not forget that while negotiating we deal with people who have their own skills and objectives. Therefore, it is all about establishing common ground that will result in a win—win situation. In order to help you through this complex process, we will define what makes a good negotiator:

- One who closes good and long lasting deals
- One who is loyal to the company and does not agree on a deal at any price.
- One who uses empathy even when dealing with a difficult opponent.
- One who does not lose motivation: not all negotiations are successful.

Despite the differences that may exist between the companies in negotiation, the truth is that, generally, there are big similarities in their background, objectives and plans. That is why it can be difficult to find issues that make them different. The successful negotiator knows these differences and uses them precisely to his advantage in order to close the deal in his favour.

Significado de algunas palabras del texto:

- Outcome: Resultado - The outcome of the annual sales meeting was positive. El resultado de la reunión anual de ventas fue positivo.
- To take place: Llevar a cabo - The marketing event will take place next month. El evento de marketing se llevará a cabo el mes que viene.
- To take into account: Considerar; Tener en cuenta - We must take into account all the factors needed to boost sales. Debemos tener en cuenta todos los factores necesarios para incrementar las ventas.
- Therefore: Por lo tanto; Es por ello, - The price is too high; therefore, we must find another solution. El precio es muy alto, por lo tanto debemos encontrar otra solución.
- Establishing common ground: Establecer puntos en común - Establishing common ground is necessary in order to have a successful negotiation. Es necesario establecer puntos en común para tener una negociación exitosa.

- Win-win situation: Situación en la que todos salen ganando - We both get what we want: it is a win-win situation. Ambos obtenemos lo que queremos: es una situación en la que todos salimos ganando.
- To close a deal: Cerrar un trato - Yesterday I closed a deal for more money than expected. Ayer cerré un trato por más dinero del que esperaba.
- Long lasting: De larga duración - In business, it is important to build long lasting relationships. En los negocios, es importante construir relaciones de larga duración.
- Despite: A pesar de - Despite having studied medicine I prefer working in the business world. A pesar de haber estudiado medicina prefiero trabajar en el mundo empresarial.
- Background: Experiencia - My academic background includes a PHD. Mi experiencia académica incluye un Doctorado

Pasar a la acción

Con frecuencia pasamos gran parte del tiempo analizando los pros y contras de una situación. Sin embargo, no tenemos en cuenta que al final hemos empleado más tiempo del necesario y descartado muchas ideas que podrían ser productivas. El siguiente texto nos habla de ello.

Take action

Usually, employees spend ages thinking and debating about the company's current situation, the pros and cons of a concrete marketing campaign and its expected results. Thinking ahead is a good thing; it's even positive. However, we don't realize that frequently, by the time we reach an agreement about a certain project or idea, we have wasted precious time and ruled out ideas that could have been practical. We are pressured to find the «perfect» idea when many times a «good» idea will suffice. We should take advantage of these opportunities and realize that improvements can come later.

Even when companies are creative and dynamic, there is still usually one important aspect that they can improve: the moment in which to act. In company meetings, ideas and projects often get discarded or simply put aside due to lack of initiative. We assume that putting ideas into action is a result of deciding on a project. However, the truth of the matter is that many good ideas and projects are put on the back burner and rarely seen again.

Putting an idea into action allows you to see what really works best. Once that happens you can become more flexible, increase your response capacity, optimize your commitment to the project and correctly position yourself against the competition. If you have a good idea, stop thinking about it and just do it

Significado de algunas palabras del texto:

- To spend ages: tomarse mucho tiempo en algo - She spent ages trying to locate the client's information in the database. Tardó mucho tiempo en localizar la información en la base de datos.
- Pros and cons: ventajas y desventajas - It is necessary to look at the pros and cons of a situation before you make a decision. Es necesario revisar las ventajas y desventajas de una situación antes de tomar una decisión.
- Thinking ahead: ser previsor - Sometimes, thinking ahead allows us to fix problems before they occur. A veces, ser previsor nos permite arreglar problemas antes de que ocurran
- To waste: desperdiciar - Let's not waste time thinking about the consequences. No perdamos tiempo pensando en las consecuencias.
- To rule out: descartar - We cannot afford to rule out any of the recommendations. No podemos permitirnos el lujo de descartar ninguna de las recomendaciones.
- Suffice: suficiente - A written plan will not suffice, we must also make a presentation. Un plan escrito no será suficiente, debemos también hacer una presentación.
- Improvement: mejora - There is always room for improvement. Siempre se puede mejorar.

- The truth of the matter: la verdad - The truth of the matter is that we should make a bigger effort next time. La verdad es que deberíamos esforzarnos más la próxima vez.
- Put on the back burner: dejar a un lado - Let's put the recruiting process on the back burner for now. Vamos a dejar a un lado el proceso de selección por ahora.
- Commitment: compromiso - The fact that we have invested so much time and effort shows our commitment towards the project. El hecho de que hemos invertido mucho tiempo y esfuerzo demuestra nuestro compromiso con el proyecto.

Presentaciones eficaces

Hacer presentaciones de forma exitosa no solo se trata de exponer sobre un tema interesante o de tener un producto de calidad, sino saber exponer ideas con agilidad y soltura. El siguiente texto nos habla de ello.

Presenting effectively

In order to reach a client in a presentation, one needs, aside from an attractive product or service, to acquire the skill of how to present ideas with confidence and persuasiveness. Presenting crucial information in a company meeting, launching a new product, and when introducing a colleague are all important parts of a business's activity. While presenting, knowledge about what is being presented is as important as the correct transmission of the idea. Before starting a presentation we recommend keeping the following in mind:

- ✓ Punctuality: By being on time, one can be on top of all the necessary logistical details before the presentation. Your punctuality shows the attendees that you value and appreciate their time too
- ✓ Opening: One should incite curiosity from the audience with an opening question, an anecdote, a personal statement or an interesting fact. Be spontaneous!
- ✓ Body language and visual contact: One should try to keep 3 to 6 seconds of visual contact with each participant. If it's a relatively small audience try to look at everyone. Don't leave out faces or spaces. If standing, keep your back straight and use your hands for emphasis.
- ✓ Closing: Keep in mind that the idea of the opening statement is to create a positive impression, and the goal of the closing statement is to create a lasting one.

Significado de algunas palabras del texto:

- To reach: impactar, alcanzar - The next marketing campaign will be designed to reach a bigger audience. La próxima campaña de marketing será diseñada para alcanzar un público mayor.
- Acquire: adquirir - The director encouraged his employees to acquire programming skills. El director animó a sus empleados a adquirir habilidades de programación.
- Confidence: confianza - The sales person's confidence in the product makes people want to buy it. La confianza del vendedor sobre el producto hace que la gente lo quiera comprar.
- On time: a tiempo, puntual - All participants were asked to be on time for the conference call. A todos los participantes se les pidió puntualidad para la tele conferencia.
- Attendees: participantes - The conference had attendees from all over the world. La conferencia tuvo participantes de todas partes del mundo.
- Fact: hecho - The fact that this year's revenue increased by 5% will make a positive impact on next year's marketing budget. El hecho de que nuestro beneficio de este año aumentó un 5% tendrá un impacto positivo en el presupuesto de marketing del próximo año.

- Improvement: mejora - There is always room for improvement. Siempre se puede mejorar.
- Body Language: lenguaje corporal - Body language is very important when it comes to giving presentations. El lenguaje corporal es muy importante cuando se trata de dar presentaciones.
- Goal: objetivo, meta - They hired a new sales representative in order to help them reach their sales goal. Contrataron a un nuevo vendedor para ayudarles a alcanzar su objetivo de ventas.
- Lasting: duradero - The CEO's speech made a lasting impression on the employees. La presentación del presidente tuvo una impresión duradera sobre sus empleados.

Productos especializados

El concepto de «valor añadido» es cada vez más utilizado en la jerga empresarial sea para referirse a la calidad del servicio ofrecido o como adjetivo para resaltar un producto. El siguiente texto nos da una idea de esta palabra compuesta.

Specialized products

Companies are well aware of the importance of quality, innovation and price when it comes to creating new products. Additionally, clients are far more selective in their purchases and not only require high quality products at reasonable prices but also demand reliable post sales service. All of these things must be factored in if companies wish to create competitive products.

A company's aim should be to attract and keep clients by continuously offering them value added products. These are products that not only address the initial needs of the client but go beyond that by offering something extra. «Value Added» is widely understood to be the part of a product that is appreciated and valued by the client because it contributes to his/her level of satisfaction. It helps to deliver: information, security, comfort, status, etc.

One way to create value added products is by offering personalized or specialized products. Many clients love the idea of products being created especially for them. The internet allows clients to compare and contrast every product that is currently available in the market. This personalized add-on option can be what determines which product the client ends up purchasing.

This personalized approach is easily managed by the company, is test effective and allows them to offer their traditional products with a value added touch.

Significado de algunas palabras del texto:

- To be aware: estar al tanto - Is Susan aware of her promotion yet? ¿Está Susan al tanto de su ascenso?.
- Reliable: fiable - The information included in the report comes from a reliable source. La información incluida en el informe viene de una fuente fiable.
- To factor in: incluir, considerar - We must factor in all variables before going ahead with the project. Debemos considerar todas las variables antes de seguir adelante con el proyecto
- Value Added: valor añadido - Our textile company offers a variety of value added services. Nuestra empresa de textiles ofrece una variedad de servicios de valor añadido.
- To address: tratar - It is necessary to address the points we talked about. Es necesario tratar los puntos que conversamos.
- Beyond: más allá - The marketing actions this year go beyond the limits of the budget. Las acciones de marketing de este año van más allá de los límites del presupuesto.

- Deliver: entregar, dar - The equipment sold must deliver maximum performance. El equipo vendido debe dar el máximo rendimiento.
- Currently: actualmente - The purchasing department is currently facing important changes. Actualmente, el departamento de compras está pasando por cambios importantes.
- Add-on option: opción adicional - My new computer had Wifi as an add on option. Mi nuevo ordenador tenía Wifi como opción adicional
- Touch: tocar, detalle - Adding wide screen TVs to our display was a nice touch. Añadir televisores de pantalla plana a nuestro display fue un buen detalle

Protocolo en la empresa:

La etiqueta del saludo 1

Cuando hablamos del Protocolo en la Empresa nos referimos a las normas, usos y formas sociales que rigen las relaciones y comunicaciones de la empresa. Estas fórmulas, establecidas y aceptadas, son una parte importante de su imagen. El siguiente texto nos habla de ello.

Company protocol: Etiquette of first meetings 1

When we think of protocols within an organization we often refer to the policies, best practices and social norms that govern communication and business relations both in and out of the company's walls. These «rules», usually previously established and accepted, are an important part of the image projected by the company and often condition the way in which a Company is perceived by others from the same sector.

The first minutes of the beginning of a social relationship within a company can considerably influence the outcome of a meeting, a sales appointment, a negotiation or a first contact. There are a series of formalities that should be used when expressing our interests, wishes and intentions. Obeying these norms of verbal communication helps to transmit a message that can strengthen our image. Disregarding these norms can seriously deteriorate our image.

Additionally, there are a series of basic rules that we must follow when making introductions. The way in which we are introduced to someone is usually decided by gender, age and position. For example: A lady should always be introduced by a gentleman, the youngest person should be introduced by the oldest, and the person occupying the higher position introduces the one occupying the lower position. There are always exceptions, but by following these rules and with a little common sense you cannot go wrong. We must not overlook the fact that a company is a solid entity strongly bound by a hierarchical structure where social norms are expected to be followed by all employees.

Significado de algunas palabras:

- Often: con frecuencia - Employees often organize a social event outside of the office in order to get to know each other better. Con frecuencia los empleados organizan un evento social fuera de la oficina para así conocerse mejor.
- Policy: política - The new price policy is more in line with our sales strategy for next year. La nueva política de precios va más en línea con nuestra estrategia de ventas para el año que viene.
- Outcome: resultado - What do you think about the outcome of the meeting? I thought it was very positive. ¿Que piensas sobre el resultado de la reunión? Yo pienso que fue bastante positiva.
- Appointment: cita - I promise you, I will not be late for an appointment ever again. Te prometo que nunca más llegaré tarde a una cita.

- Gender: género - The data base can be sorted by name, last name, date of birth and gender. La base de datos se puede filtrar por nombre, apellido, fecha de nacimiento y género.
- Common sense: sentido común - The instructions are not difficult to understand, all you need is a little common sense. Las instrucciones no son difíciles de entender, todo lo que necesitas es un poco de sentido común.
- Entity: entidad - The organization, even though it owns several other companies is legally one entity. La organización, a pesar de ser dueña de otras empresas, legalmente es una sola entidad.

Publicidad: esencial para vender

Desde su creación y lanzamiento, un producto adquiere «personalidad» conforme aumenta la demanda en el mercado. La publicidad es la vía de comunicación más efectiva para crear esta demanda.

Advertising: an important selling tool

Publicity is all about making your product or brand stand-out. It is a way to increase sales and boost the company's profit. The success of a publicity campaign is a result of its ability to have a positive impact on the consumer and to become a thought or image that remains in the clients' mind years after the campaign is over. The more personality a product has, the easier it is to advertise.

It is important to find all of the advantages that a product has in terms of quality, presentation, image and price in order to take advantage of its full potential. A smart approach is to point out what the competitive advantage of the product is. Some of the most important aspects that give the product a chance to succeed are its versatility, its position in the market and its ability to evolve.

If the product's features are weak, advertisement can act as a facilitator when it comes to making it attractive for people to purchase it, but it will not keep it on the shelves. If the product possesses qualities that make it attractive, then advertisement helps to boost sales and prolong its commercial life.

Above all, it is important to highlight the products commercial strengths, those that are both visible and invisible so that it becomes more desirable to the buyer.

Significado de algunas palabras del texto:

- To stand out: resaltar - Our ad definitely stood out from the others. Nuestro anuncio definitivamente resaltó entre los demás.
- To boost: aumentar -It is necessary to boost our team's confidence. Es necesario aumentar la confianza de nuestro equipo.
- Thought: pensamiento, idea -The thought of giving a presentation makes me nervous. La idea de hacer una presentación me da nervios.
- Mind: mente - You can achieve anything if you set your mind to it. Puedes lograr cualquier cosa si pones tu mente en ello.
- Smart: inteligente - My secretary is so smart, she never asks me for any help. Mi secretaria es muy inteligente, nunca necesita mi ayuda.
- Easier: fácil - It is easier to find a new job when you already have one. Es más fácil encontrar un nuevo empleo cuando ya tienes uno.
- Approach: método, vía, forma - This time we must use a different approach. Esta vez tenemos que utilizar un método diferente.
- To point out: mencionar - It is important to point out our sales figures from last year. Es necesario mencionar nuestras cifras de ventas del año pasado.

- Evolve: evolucionar, cambiar -I have had the opportunity to see the company evolve. He tenido la oportunidad de ver la evolución de la empresa.
- Weak: débil - Although I recovered from my illness I still feel very weak. A pesar de que me he recuperado de mi enfermedad todavía me siento débil
- Above all: sobre todo -I wish you luck, but above all, happiness! Os deseo suerte, pero sobre todo, ifelicidad!
- To highlight: resaltar - Please highlight the last paragraph of the contract. Por favor resalta el último párrafo del contrato.

TRABAJO EN EQUIPO- TEAM WORK

Making it on the list of top companies in the market requires not only great products and skillful management. It is a day to day job that must be looked at from the inside. Reaching the quality podium depends on all employees. Each and every one of the employees, from the top management to the lowest ranks must be able to give their best at all times. It's all about transforming company goals and making them your own and working in the same direction as your colleagues.

Companies need flexible and adaptable teams; people who enjoy sharing their knowledge and strive to become better professionals. Employees who are team players are more versatile and are stimulated when challenged by their everyday tasks. Team players feel a sense of belonging and value their work as part of the company's end result. Cooperation and the adequate distribution of responsibilities increase the chances of obtaining the desired objective.

The following are suggestions for companies that wish to strengthen their productivity through good team work:

- Take advantage of the unifying power of a team.
- Motivate teams; make them participate in the decision making process.
- Create common objectives.
- Coordinate employees' initiatives.
- Support innovation and creativity.
- Offer adequate training.
- Optimize communication.

Significado de algunas palabras del texto:

Skillful: hábil -I was present at the negotiation meeting: both parties were very skillful.
Estuve presente en la negociación, ambos contrincantes fueron muy hábiles.

Top management: Alta Dirección - Top management dictates the guidelines for working hours. La alta dirección dicta las pautas de horarios de trabajo.

Rank: rango, cargo - The highest rank in this company is General Manager. El cargo más alto en esta empresa es el Gerente General.

Your own: propio - You are all responsible for your own material. Sois responsables de vuestro propio material.

Strive: esforzarse - Our Company goal is to strive for excellence. El objetivo de nuestra empresa es esforzarse para alcanzar la excelencia.

Team-player: jugador en equipo - We usually hire people who are great team players.
Normalmente contratamos a profesionales que sean buenos jugadores en equipo.

Versatile: polivalente - We are looking for versatile professionals to fill the position.
Buscamos a profesionales polivalentes para ocupar la vacante.

To take advantage of: aprovechar - We must take advantage of the low prices. Debemos aprovechar los bajos precios.

Support : apoyo - It is necessary that there is an employee from IT support available at all times. Es necesario que haya un empleado de apoyo técnico disponible en todo momento.

Un análisis a medida

Cada día el profesional se encuentra con la necesidad de retarse a si mismo utilizando alguna de las habilidades de la lengua inglesa, sea la expresión oral, escrita o la comprensión auditiva.

The importance of a correct analysis

Doing business in an international market requires more than just a company's know how. The employee must be able to face the different situations set before him. This is where the first symptoms appear. The patient (employee) is uncertain about his/her own capacity. A different language can create a feeling of uncertainty and general discomfort. That is when a targeted treatment is needed. A company's employees may not have what it takes to compete in the international market. When that happens, it is time to take a step back and analyze what is happening and what areas need to be improved. One of the major «setbacks» that appear in a company exposed to the international market is the language issue, especially when it comes to English. What to do? Companies can choose to ignore the obvious symptoms, but by looking the other way they risk losing business opportunities. There is another more effective solution for the company; putting ourselves in the hands of the specialist to check out our condition, detect our aches and pains, know what English skills to improve and prescribe the correct training. The effectiveness of an analysis depends on how much the company trusts the testing instrument, the specialist (the professional carrying out the test), and the final diagnostic results. One of the advantages of modern testing tools is that, like state of the art medical technology, they give you immediate and precise results. This in turn eliminates the typical uncertainty that appears while waiting for the outcome. The specialist not only conveys more assurance to the patient, but the tools applied become more effective. Depending on the results obtained in the critical language skills required for a job, we can then choose the right treatment. A targeted training prescription can not only improve the condition of the individual employees but can also improve the overall health of the company.

Significado de algunas palabras del texto:

Know how: Conocimientos - Keep in mind that your know how is your most valuable asset. Ten presente que tus conocimientos son tu activo más importante.

Targeted: A medida - Targeted programs are much more effective. Programas a medida son mucho más efectivos.

To take a step back: Retroceder - Let's take a step back and review the project in detail. Vamos a retroceder y revisar el proyecto en detalle.

Setbacks: Contratiempos --The set up of the new company network has experienced setbacks in the last weeks. La implantación de la nueva red de la empresa ha sufrido contratiempos en las últimas semanas.

To risk: Arriesgar - Sometimes it is necessary to take risks in order to succeed. A veces es necesario asumir riesgos para tener éxito.

To check out: Comprobar - It is time to check out this month's inventory. Es hora de comprobar el inventario de este mes.

To trust: Confiar -I trust that my team is qualified enough to make this sale. Confío en que mi equipo esté lo suficientemente cualificado para hacer la venta.

To carry out: Llevar a cabo - We carried out the international expansion last year. Llevamos a cabo la expansión internacional el año pasado.

State of the art: De última generación - Our Company uses state of the art technology. Nuestra empresa utiliza tecnología de última generación.

To convey: Transmitir - The General Manager conveyed her ideas very clearly. La Directora General transmitió sus ideas claramente.

Sitio: Plataforma e-learning Universidad de Córdoba
Curso: Organización de Empresas Turísticas (Org. Empresas)
Glosario: Glosario Organización Empresas

A

Adhocracia:

It is a system of very flexible organization in that the equipments (teams) of work believe themselves or they dissolve depending on the needs of every moment, it will be formed (trained) by equipments (teams) being considered to be the ideal organization "ad hoc", that they cooperate to solve problems and to realize the work.

Advertising:

Spreading (Publication) of news or announcements of commercial character to sell a service, a product or an idea. (PUBLICIDAD)

Agencies in – plant:

Small offices or dependences that the travel agencies are installed in companies by clients in order whom they produce (operate on) efficiently the services that these request. (AGENCIAS IN-PLANT)

Agreement: Convenio: Is a formal decision about future action which is made by two or more countries, groups or people.

Analysis of contingencies: Análisis de contingencias

It consists of analyzing a series of variables, both in the current condition and in his predictable evolution, as the analysis of market of factors and products.

Apice estrategico: It is the degree more raised of the hierarchy and represents the major level of responsibility

Attraction: Atracciones: Is something that people can go to for interest or enjoyment, for example a famous building.

B

Budgetary control:

Control presupuestario

Control of expected financial costs, by department, to verify any slippage in spending.

Budgeting: (Presupuestación)

It consists of the translation of the plans to monetary units.

Burocracia: It is a system of organization very formalized, in that the authority, the

responsibility, the tasks and the procedures are perfectly predefined and assigned in accordance with a rigid structure

C

Charter Company: they are not referred to fix itineraries and timetables, they are subdue to the freight contract.

Competence: Competencia: When one firm or country competes with another, it tries to get people to buy its own goods in preference to those of the other firm or country.

Competition: A business relation in which two parties compete to gain customers

Cost:

An amount paid or required in payment for a purchase; a price.

Customer: A person or organization that buys goods or services from a shop or business

D

demand: the ability and desire to purchase goods and services

Departmentization: Division of the work of agreement with a specialization for managerial functions for products or for territories

director:

The director of a hotel is the most senior manager, who meets regularly to make decisions about how it will be run

F

Foodstuff:

Any substance that can be used as food.

Franchise:

It's a business that operates under a franchise system, that is, a formal agreement for someone to sell a company's products or services in a particular place, in exchange for a payment or part of the profits. For instance: AC Hotels outlets operate as franchises.

Franchises:

system of collaboration between(among) two independent companies in which one, the franchisor, grants other one, the franchisee, the right to exploit a business following(continuing) a few commercial uniform technologies(skills). The franchisor contributes also the brand(mark) and the corporate image, to be able to do, the products, the formation(training) of the workers, the marketing plan and the management of the purchases. The franchisee will pay a periodic quota to the franchisor. (FRANQUICIA)

G

Guest: Someone who is paying to stay at a hotel or eat in a restaurant.

H

Horse Rinding: The sport or activity of riding a horse

Hotel: It's a buildig where you pay to stay in a room, have meals and other complementary services such as spa, swimming-pool, gym...

Hotel chain: It's a group of businesses, such as hotels, that all belong to the same person or company.

Human resources: It's the department within a company that is responsible for employing and training people, and for looking after workers who have problems.

I

International:

That can be in all or almost all the countries of the world. (INTERNACIONAL)

Investment: The money that you put in a bank,business in order to make a profit or the act of doing this

Itinerary:

Route or distance that follows to come to a place. (ITINERARIO)

J

Job position (puesto de trabajo): It is refered to the duties group that a person carry out, using techniques and specific different ways to fulfill these duties.

L

Lobby: In a hotel or other large building, the lobby is the area near the entrance that usually has corridors and staircases leading off it.

M

Management:

It's the control and operation of a business or organization.

Also, it can be the people who control and operate a business or organization.

Or, the process of controlling or managing something.

Management control:

Control de gestión

Disciplinary effort to optimize a plan through a continuous analysis of diversions and an adoption corrective action day by day

Menu: Is the list of the food and drinks that are available

Museum: A building where you can look at important objects connected with art, history or science

O

organigrama: It is a tool of work that represents of graphical form the organizational structure and allows to visualize the structure of the tourist company

P

Planning: **Planificación**

Determine actions to conduct based on the strategies chosen by the company to reach goals.

Planning- Planificación: It's both the organizational process of creating and maintaining a plan; and the psychological process of thinking about the activities required to create a desired future on some scales.

Porter: Someone in a station, airport or a hotel whose job is helping people with their bags and showing them where to go.

professional category: It is referred to the degrees established in a career (race) or profession

professional groups: They are labour managerial sets classified by the function that they develop

Project: Proyecto: Is a detailed study of a subject.

Promoter: Someone who tries to encourage something to happen or develop

Q

Quality:

The quality of something is how good or bad it is. For instance, a sign shaped like a star that is given to a hotel to show which group it belongs to according to its quality or importance.

R

Railway: Rail transport system, made of vehicles that can move independently together, forming trains and being hard up of everyone means of traction.

reception: It's the part of a large building such as a hotel or an office where there is someone whose job is to welcome visitors, deal with questions, etc.

Regulating Law's Transport: is a law where all transports are regulated and enterprises can use.

Reservation:

Arrangement for something such as a table or a room

Restaurant: It's a building or a room where meals and drinks are sold to customers sitting at tables.

Restoration: Activity of use a restaurant

Retailer:

Merchant who sells retail. (MINORISTA)

Room:

Is one of the separate sections or parts of the inside of a building.

S

salary: amount of money that workers receive from their work.

Staff:

The people who work for a particular company, organization, or institution.

Staffs: Set of individuals or organs which function consists of advising, not being able to take decisions, but only advise the executive, that will be the one who should take them.

Suite: Is a set of rooms in a hotel or other building.

Supplier: Someone whose business is to supply a particular service or commodity

Supply: To provide with something required.

T

Terminal: A station at the final of a route of a bus,railway,aerial..

Theme Park: Parque Temático: Is a large outdoor area where people pay to go to enjoy themselves. All the the different activities in a theme park are usually based on a particular idea or theme.

To advise: To give advice(council) or opinion as for certain difficulty: in travel agencies, to report on offers of trips, vacations, etc. (ASESORAR)

To happen:

To interyield between(among) the bidder of some service and the plaintiff of this one. (MEDIAR)

To produce:

To make, to elaborate a product. (PRODUCIR)

Tourist guide:

Person who takes charge guiding the tourists in his(her,your) visit to monuments or places of interest, during his(her,your) visit to a certain place. (GUIA TURISTICO)

Travel Agency::

Company that specializes in different types of services in benefit of the traveler, such as reservations of tickets and housing in hotels, programming of tours, lease of cars, etc. (AGENCIA DE VIAJES)

V

Virtual Travel Agencies:

They are born due to every time major use of Internet, of this trend there arise the rapid systems of reservations(reserves) based on web pages. (AGENCIA DE VIAJES VIRTUAL)

W

waiter: Is a man who works in a restaurant, serving people with food and drinks

Wholesaler: Merchant who sells wholesale. (MAYORISTA)