

Word/Phrase	Part of speech	IPA (UK)	IPA (US)	Definition	Sample sentence
Employment skills and qualities					
be able to work well under pressure	phrase	bi: "eɪb(ə)l tu: wɜ:k wel 'ʌndə 'prefə(r)	bi "eɪb(ə)l tu wɜrk wel 'ʌndər 'prefər	to perform duties or tasks to a good standard despite difficult circumstances	The role requires you to be able to work well under pressure .
be good at team work	phrase	bi: gʊd æt ti:m wɜ:k	bi gʊd æt tim wɜrk	to work well with other people to achieve a result	You need to be good at team work in this job.
be good at time management	phrase	bi: gʊd æt taɪm 'mæɪdʒmənt	bi gʊd æt taɪm 'mæɪdʒmənt	to be someone who completes tasks on time	My manager is good at time management .
be reliable	phrase	bi: rɪ'laɪəb(ə)l	bi rɪ'laɪəb(ə)l	to be someone who you can trust to behave well, work hard, or do what you expect them to do	Hannah is very reliable .
have creative thinking skills	phrase	hæv kri'eɪtɪv 'θɪŋkɪŋ skɪlz	bi gʊd æt taɪm 'mæɪdʒmənt	to have a lot of imagination and new ideas	Children have better creative thinking skills than some adults.
have good communication skills	phrase	hæv gʊd kə'mju:nɪ'keɪʃən skɪlz	hæv gʊd kə'mju:nə'keɪʃən skɪlz	to be able to give information clearly or make emotions or ideas known to others	To work as a teacher you need to have good communication skills .
have good digital technology skills	phrase	hæv gʊd 'dɪdʒɪt(ə)l tek'nɒlədʒi skɪlz	hæv gʊd 'dɪdʒətəl tek'nələdʒi skɪlz	to be able to use technology such as computers to a good standard	The people in the marketing team have good digital technology skills .
have good people skills	phrase	hæv gʊd 'pi:p(ə)l skɪlz	hæv gʊd 'pip(ə)l skɪlz	to be able to interact with others well	You will need to work as part of a team so it is important to have good people skills .
Verbs of influence					
advise	verb	əd'vaɪz		to give your opinion to someone about the best thing to do in a particular situation	I'm afraid I'm not able to advise you.
allow	verb	ə'laʊ		to give someone permission to do or have something	I'm sorry, sir, but smoking is not allowed .
encourage	verb	ɪn'kʌrɪdʒ		to suggest that someone does something that you believe would be good	We encourage student participation in our classes.
let	verb	let		to allow something to happen	I stepped back and let him pass.
make	verb	meɪk		to cause someone or something to be in a particular state or to change to another state	This movie always makes me cry.
persuade	verb	pə(r)'sweɪd	pər'sweɪd	to make someone agree to do something by giving them reasons why they should	He did finally come with us, although it took a long time to persuade him.
tell	verb	tel		to give information to someone	If you see anything suspicious, tell the police.
want	verb	wɒnt	want	to feel that you would like someone to do something or would like something to happen	She wanted him to make dinner.

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Business collocations					
attract new customers	phrase	ə'trækt nju: 'kʌstəməz	ə'trækt nu 'kʌstəmərz	make people interested in a product or idea	The social media campaign will hopefully attract new customers .
attract new investors	phrase	ə'trækt nju: ɪn'vestəz	ə'trækt nu ɪn'vestərz	make people interested in a product or idea so they will invest money in it	We are attending conferences to attract new investors .
build a brand	phrase	bɪld ə brænd		make or develop a product or group of products that has its own name and is made by one particular company	We need the team to work together to build a brand .
build a reputation	phrase	bɪld ə ,repjʊ'teɪʃ(ə)n	bɪld ə ,repjə'teɪʃ(ə)n	make or develop the opinion that people have about how good something is	It may take a while to build a reputation .
launch a new marketing campaign	phrase	lɔ:ntʃ ə nju: 'mɑ:kiŋ kəm'peɪn	lɔntʃ ə nu 'mɑrkəɪŋ kəm'peɪn	to start a series of things such as television advertisements or posters that try to persuade people to buy a product	The company plans to launch a new marketing campaign next month.
launch a new product	phrase	lɔ:ntʃ ə nju: 'prɒdʌkt	lɔntʃ ə nu 'prədəkt	to start selling a new item	We plan to launch a new product every year.
make a profit	phrase	meɪk ə 'prɒfɪt	meɪk ə 'prəfɪt	to have money remaining after you have paid all your business costs	Investors have made a 14% profit in just 3 months.
make money	phrase	meɪk 'mʌni		to receive money from selling something	This is the only way we will make money .
run a business	phrase	rʌn ə 'bɪznəs		to manage a small organization	You need to be dedicated to run a business .
run a company	phrase	rʌn ə 'kʌmpəni		to manage a large organization	I would love to run a company one day.