

Business writing tasks on the topic of “Success and failure”

Market Leader Upper Intermediate Unit 4

Choose one or more of the tasks below and email it to your teacher or give the piece of writing to him or her in the next class (as your teacher says). You could choose the topic which is most connected to your work or area of business, or you could choose a genre that you often write or most need to improve.

Write a **report** recommending ways in which your company (or any real or imaginary company) can improve its success in one or several parts of its business.

Write the **agenda** for a meeting analysing why something went wrong, e.g. a product launch.

Write a **press release** announcing an important success by your (real or imaginary) company.

Write a **memo** to all staff in your department (or any department of any real or imaginary company) telling them that they should copy what a successful businessman says or does.

Write a **CV** (= resume) and/ or a **cover letter** (= letter of communication) concentrating on your (real or imaginary) personal and business achievements.

Write an **email** to a company you do business with congratulating them on a success.

Write a diplomatic **email** to a company enquiring about rumours that they are in financial trouble.

Write a **contract** between two companies involved in a joint venture that spreads the rewards of success and risks of failure evenly.

Write a **profile/ biography** of a successful or unsuccessful businessman, business or product.

Write a **letter of apology**, accepting responsibility for a business or other failure.

Write **PowerPoint slides** for a presentation on why something went wrong.

Write a section of a **manual** or **instruction booklet** saying how to avoid common mistakes.