

Case Study: Reaching Out

headword	pronunciation	translation/notes	example sentence
aesthetics (n pl)	/i:s'θetiks/	Ästhetik, Anmutung	When giving a presentation, remember that the Italians respond well to style, pace and aesthetics .
build up (phr v)	/bɪld 'ʌp/	aufbauen	Present the bad news first to build up audience involvement. Then give them the good news to send them away happier than when they arrived.
bureaucracy (n)	/bju'rɒkrəsi/	Bürokratie	Small businesses in the developing world have always had to deal with investment agencies, governments and bureaucracy .
call for action (n)	/kɔ:l fə 'ækʃən/	Handlungsaufforderung	End your talk with something positive, a call for action or return to your opening remark.
capital (n)	/'kæpɪtəl/	Kapital	With our current economic model, there will never be sufficient capital and resources for the poor to live as the rich do.
change of plan (n)	/tʃeindʒ əv 'plæn/	Planänderung	There's been a change of plan . You will have to give the presentation on your own.
charity (n)	/'tʃærəti/	(hier:) Almosen	The world's poor do want your money, but they don't want your charity .
compete with sth (phr v)	/kəm'pi:t w iθ ,sʌmθɪŋ/	mit etw. im Wettbewerb stehen	If you don't want to compete with your visuals, make sure they only tell half the story.
connect (v)	/kə'nekt/	verbinden	With the power of the Internet, it's possible to

context (n)	/'kɒntekst/	Kontext, Zusammenhang etw. in den Kontext einordnen	connect small businesses in the developing world directly with private investors.
put sth into context			The first few slides set the scene and put what we do into context .
contextualise (v)	/kən'tekstʃʊəlaɪz/	kontextualisieren, in den Zusammenhang einbinden	Big figures make more sense if you contextualise them.
creditworthy (adj)	/'kredit,wɜːði/	kreditwürdig	The success of Equitus has proved that the world's poor are creditworthy .
crystal clear (adj)	/'krɪstəl ,kliə/	kristallklar	Signpost your talk by being crystal clear . Tell your audience briefly what points you are going to cover.
the developing world (n)	/ðə di'veləpiŋ ,wɜːld/	die Schwellenländer	Equitus does not donate. It connects private investors via the Internet with small businesses in the developing world .
distribute (v)	/dɪ'stribju:t/	verteilen	This chart shows how the world's income is distributed .
donate (v)	/dəu'nεit/	spenden	Equitus does not donate . It connects private investors via the Internet with small businesses in the developing world.
eloquence (n)	/'eləkwəns/	Redegewandtheit, Eloquenz	When giving a presentation, remember that the French respond well to innovation and eloquence .
emphasise (v)	/'emfəsis/	betonen	It's important to emphasise that in the last fifty years, oil consumption has gone up by 700%.
exceed (v)	/ek'si:d/	über etw. hinausgehen, "überstrapazieren"	We started to exceed nature's ability to regenerate in the mid-1980s.
expertise (n)	/ekspɜː'ti:z/	Know-how, Expertise	Germans tend to be impressed by technology, data and expertise at presentations.

eye contact (n)	/aɪ 'kɒntækt/	Blickkontakt	When giving a presentation, remember that Spaniards respond well to warmth and eye contact .
figures (n pl)	/'figəz/	Zahlen(werk)	The figures speak for themselves.
founder (n)	/'faʊndə/	Gründer	Microfinance was pioneered by Nobel prize-winner and Grameen Bank founder Mohammed Yunus.
the golden rule (n)	/ðə 'gəʊldən ,ru:l/	goldene Regel	The golden rule of public speaking is to show your enthusiasm.
helping hand (n)	/'helpɪŋ 'hænd/	Hilfe, Unterstützung	Equitus is the nearest thing to reaching out across the globe and giving a helping hand to business.
innovation (n)	/ɪnəʊ'veiʃən/	Innovation	When giving a presentation, remember that the French respond well to innovation and eloquence.
interest (n)	/'ɪntərest/	(hier:) Zins(en)	Equitus is different from most micro-loan companies because there's no interest payable.
investment (n)	/ɪn'vestmənt/	Investition	Small businesses in the developing world have always had to deal with investment agencies, governments and bureaucracy.
investor (n)	/ɪn'vestə/	Investor, Geldgeber	With the power of the Internet, it's possible to connect small businesses in the developing world directly with private investors .
know-how (n)	/'nəuhau/	Know-how	Bear in mind that Arabs like their public speakers to show respect and know-how .
make it (phr v)	/'meɪk ɪt/	etw. schaffen	I've been called to a meeting in Belize so I won't be able to make it to the conference.
mature (v)	/ma'ʃə:/	(hier:) fällig werden	When the investment matures , the lender gets their money back and can withdraw it or reinvest.
microfinance (n)	/,markrəʊ'fainəns/	Mikrofinanz	Microfinance was pioneered by Nobel prize-winner

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micro-loan (n)	/maɪkroʊ'ləʊn/	Mikrodarlehen	and Grameen Bank founder Mohammed Yunus.
mind (n) bear sth in mind	/maɪnd/ /beə_,sʌmθɪŋ_ɪn 'maɪnd/	Geist, Gedanke berücksichtigen, im Kopf behalten	Equitus is different from most micro-loan companies because there's no interest payable.
model (n)	/'mɒdəl/	Modell	Bear in mind that Arabs like public speakers to show respect and know-how.
multinational (adj)	/mʌltɪ'næʃənəl/	multinational	With our current economic model , there will never be sufficient capital and resources for the poor to live as the rich do.
overdo (v)	/əʊvə'du:/	etw. überziehen, -treiben	Bear in mind that you will be presenting to a multinational audience.
payable (adj)	/'peɪəbəl/	zahlbar	Try to be upbeat throughout your talk but don't overdo the enthusiasm.
the personal touch (n)	/ðə 'pɜ:sənəl_ tʌtʃ/	die persönliche Note	Equitus is different from most micro-loan companies because there's no interest payable .
perspective (n)	/pɜ:s'pektɪv/	Perspektive, Blick(winkel)	Poles will respond well to a talk if you use the personal touch .
put sth into perspective		etw. in die richtige Perspek- tive/Relation rücken	To put the global population increase into perspective , anyone over 40 has seen the number of people on our planet double in their lifetime.
pioneer (v)	/paɪə'nɪə/	den Weg bereiten für etw.	Microfinance was pioneered by Nobel prize-winner and Grameen Bank founder Mohammed Yunus.
point out (phr v)	/pɔɪnt 'aut/	herausstellen, -streichen	The presenter pointed out that the earth has an ecological capacity threshold.
portfolio (n)	/pɔ:t'fəʊliəʊ/	Portfolio	Equitus transfers the funds to a local partner who

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put sth together (phr v)	/'put ,sʌmθɪŋ təgeðə/	zusammenstellen	gives the money to each business in the lender's portfolio .
quote (v)	/kwəut/	zitieren, anführen	This chart was put together by the United Nations Development Programme.
reach out (phr v)	/ri:tʃ/	(die Hand) ausstrecken	The presenter quoted this statistic: last year we sold 5 million units - that's roughly one every six seconds!
recruit (n)	/rɪ'kru:t/	Neueinstellung	Equitus is the nearest thing to reaching out across the globe and giving a helping hand to business.
regenerate (v)	/ri:'dʒenəreɪt/	regenerieren	Two new recruits from the marketing department are going to support the director at the presentation.
reinvest (v)	/ri:n'vest/	reinvestieren	We started to exceed nature's ability to regenerate in the mid-1980s.
repayment (n)	/ri:'peɪmənt/	Rückzahlung	When the investment matures, the lender gets their money back and can withdraw it or reinvest .
resources (n pl)	/rɪ'zɔ:səz/	Ressourcen	The local partner collects repayments and keeps the lender informed about how the businesses they're sponsoring are doing.
respect (n)	/rɪ'spekt/	Respekt, Achtung	We are currently using up our natural resources at a frightening speed.
scene (n) set the scene	/si:n/	Szene, Situation den Rahmen abstecken	Bear in mind that Arabs like their public speakers to show respect and know-how.
signpost (v)	/'saɪnpəʊst/	(hier:) "beschildern",	The first few slides set the scene and put what we do into context.
			Signpost your talk by being crystal clear. Tell your

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slide (n)	/slaid/	Wegweiser aufstellen	audience briefly what points you are going to cover.
slogan (n)	/'sləʊgən/	Folie	I'll quickly talk you through the slides for the presentation.
slot (n)	/slɒt/	Slogan	When giving a presentation, remember that Americans respond well to strong visuals and slogans .
speak (v)	/spi:k/	(hier:) Zeitfenster	We only have a very short slot in the programme for our presentation.
sponsor (v)	/'spɒnsə/	sprechen	The figures speak for themselves.
statistic (n)	/stə'tistik/	sponsern	The local partner collects repayments and keeps the lender informed about how the businesses they're sponsoring are doing.
talk sb through sth (phr v)	/tɔ:k ,sʌmbədi θru: ,sʌmθɪŋ/	Statistik	The presenter quoted this statistic : last year we sold 5 million units - that's roughly one every six seconds!
threshold (n)	/θreʃhəuld/	jdm. rasch etw. erläutern	I'll quickly talk you through the slides for the presentation.
upbeat (adj) (opposite = downbeat)	/'ʌpbɪ:t/	Schwelle	The presenter pointed out that the earth has an ecological capacity threshold .
use up (phr v)	/ju:z 'ʌp/	begeistert	Try to be upbeat throughout your talk but don't overdo the enthusiasm.
visual (n)	/'vɪʒuəl/	verbrauchen	We are currently using up our natural resources at a frightening speed.
withdraw (v)	/wiθ'dra:/	visuelle Darstellung, Bildmaterial	The presentation started off with a simple but effective visual .
		zurück-, herausziehen	When the investment matures, the lender gets their

money back and can **withdraw** it or reinvest.