

## Case Study: Incentives

headword	pronunciation	translation/notes	example sentence
<b>absence</b> (n)	/'æbsəns/	Abwesenheit, Fernbleiben	We are concerned about your child's frequent <b>absences</b> from school.
<b>absenteeism</b> (n)	/'æbsən'ti:izəm/	häufiges Fernbleiben, Schwänzen, Krankfeiern	The government is targeting parents in an attempt to reduce <b>absenteeism</b> .
<b>accident</b> (n)	/'ækſɪdənt/	Unfall	He was killed in a climbing <b>accident</b> .
<b>according to</b> (prep)	/ə'kə:dɪŋ tu:/	betreffend, was ... betrifft, nach, laut	The hospital is in the top fifty of the government's ranking <b>according to</b> cleanliness.
<b>achievement</b> (n)	/ə'tʃi:vment/	Leistung, Errungenschaft	Her <b>achievement</b> was recognised with a medal.
<b>adjust</b> (v)	/ə'dʒʌst/	anpassen	Use the thermostat to <b>adjust</b> the temperature.
<b>afford</b> (v)	/ə'fɔ:d/	sich etw. leisten	The company simply cannot <b>afford</b> to keep all its staff.
<b>alternative</b> (n)	/ɔ:l'tɜ:nətɪv/	Alternative, andere Möglichkeit	There was no <b>alternative</b> - we had to close the bridge.
<b>attract</b> (v)	/ə'trækt/	jdn./etw. anziehen	The show <b>attracts</b> viewers from all walks of life.
<b>award</b> (n)	/ə'wɔ:d/	Preis, Auszeichnung	She won the Player of the Year <b>award</b> .
<b>benefit</b> (n)	/'benəfit/	Nutzen, Vorteil, Vorzug	Consider the potential <b>benefits</b> of the deal for the company.

<b>bonus</b> (n)	/'bəʊnəs/	Prämie, Bonus	Sales representatives who meet their monthly targets receive a <b>bonus</b> .
<b>bully</b> (v)	/'buli/	jdn. drangsalieren, einschüchtern	Don't let your boss <b>bully</b> you into working at the weekend.
<b>canteen</b> (n)	/kæn'ti:n/	Kantine, Mensa	I usually have lunch at work because the staff <b>canteen</b> serves subsidised meals.
<b>commission</b> (n)	/kə'miʃən/	Provision	I receive 5% <b>commission</b> for every picture I sell.
<b>commitment</b> (n)	/kə'mitmənt/	Engagement, Leistungsbereitschaft	There is a high level of <b>commitment</b> amongst employees.
<b>competition</b> (n) competition between	/kɒmpə'tɪʃən/ /kɒmpə'tɪʃən bɪ,twɪ:n/	Konkurrenz, Wettbewerb Wettbewerb zwischen	There is intense <b>competition between</b> the two computer giants.
<b>control</b> (n) outside sb's control	/kən'trəul/ /autsaɪd ,sʌmbədɪz kən'trəul/	Kontrolle außerhalb von jds. Kontrolle	The long-term strategy of the business is now <b>outside our control</b> .
<b>costs</b> (n pl)	/kɒsts/	Kosten	Housing <b>costs</b> are very high in Tokyo.
<b>delivery</b> (n)	/drɪ'lɪvəri/	(An-)Lieferung	Please allow ten days for <b>delivery</b> .
<b>depending on</b> (prep)	/drɪ'pendɪŋ ɒn/	abhängig von, in Abhängigkeit von	<b>Depending on</b> how much interest the students show, we may take them on a trip to the castle.
<b>design</b> (v) be designed to	/dɪ'zaɪn/ /bi: dɪ'zaɪnd tu:/	Plan, Entwurf, Konzept entworfen, konzipiert sein für	The scheme <b>is designed to</b> assist young people to continue their training as well as earning a salary.
<b>employee</b> (n)	/ɪm'plɔɪi:/	Angestellte/r	<b>Employees</b> who have worked for the company for more than three years are entitled to extra leave.
<b>encourage</b> (v)	/en'kʌrɪdʒ/	ermuntern, ermutigen,	We <b>encourage</b> student participation in our classes.

(opposite = <b>discourage</b> )		unterstützen (Gegenteil = abraten, entmutigen, abhalten von)	
<b>equivalent</b> (adj) equivalent to sth	/'kwɪvələnt/ /'kwɪvələnt tə ,səmθm/	gleich etw. / jdm. entsprechen	We have travelled a distance <b>equivalent to</b> a return flight from Moscow to Beijing.
<b>establish</b> (v)	/'stæblɪʃ/	festlegen, einrichten, gründen, aufstellen, schaffen, nachweisen, feststellen	A proper procedure for complaints <b>should be established</b> .  The cause of death <b>has</b> not yet <b>been established</b> .
<b>executive</b> (n)	/ɪg'zekjutɪv/	leitende/r Angestellte/r, Führungskraft	The CEO has called a meeting with some of the company's top <b>executives</b> .
<b>factor</b> (n)	/'fæktə/	Faktor, Umstand	Several <b>factors</b> have contributed to the increase in the number of road accidents.
<b>fair</b> (adj) (opposite = <b>unfair</b> )	/'feə/	gerecht, fair (Gegenteil = unfair, ungerecht)	It wouldn't be <b>fair</b> to the others if she is paid more.
<b>formally</b> (adv) (opposite = <b>informally</b> )	/'fɔ:məli/	formell (Gegenteil = informell)	She <b>formally</b> complained to the manager.
<b>gadget</b> (n)	/'gædʒɪt/	Gerät(schaften)	It's quite easy to buy presents for George because he loves electrical <b>gadgets</b> .
<b>gift</b> (n)  gift voucher	/gift/ /'gift ,vaʊtʃə/	Geschenk  Geschenkgutschein	He bought <b>gifts</b> for everyone when he was in Germany.  She won a £50 <b>gift voucher</b> in a crossword competition.
<b>hamper</b> (n)	/'hæmpə/	Präsentkorb	I won a <b>hamper</b> full of wine, chocolates and other luxury food!

<b>improve</b> (v) (opposite = <b>worsen</b> )	/ɪm'pru:v/	verbessern (Gegenteil = verschlechtern)	More money is needed to <b>improve</b> airline security.
<b>incentive</b> (n)  incentive scheme	/ɪn'sentɪv/  /ɪn'sentɪv skī:m/	Anreiz, Ansporn  Prämien-, Anreizsystem	The high rate of pay is a great <b>incentive</b> .  The government has introduced an <b>incentive scheme</b> to encourage farmers to work for the environment.
<b>income</b> (n)	/'ɪnkʌm/	Einkommen	What is your approximate annual <b>income</b> ?
<b>increase</b> (v) (opposite = <b>reduce</b> )	/'ɪnkrɪ:s/	erhöhen, steigern (Gegenteil = abbauen, reduzieren)	We have managed to <b>increase</b> the number of patients treated.
<b>join</b> (v) (opposite = <b>leave</b> )	/dʒɔ:n/	beitreten, anschließen (Gegenteil = austreten, verlassen)	Martin <b>joined</b> the firm in 1999.
<b>link</b> (n)  establish a link between ...	/lɪŋk/  /ɪ,stæblɪʃ ə 'lɪŋk bɪ,twɪ:n/	Verbindung, Zusammenhang eine Verbindung feststellen / nachweisen zwischen ...	Police have <b>established a link between</b> the theft of the car and the kidnappers.
<b>link sth to</b> (phr v)	/'lɪŋk ,sʌmθɪŋ tu:/	etw. mit etw. in Verbindung bringen	Rock music <b>has often been linked to</b> drug culture.
<b>loyalty</b> (n) (opposite = <b>disloyalty</b> )	/'lɔ:rəlti/	Treue, Loyalität (Gegenteil = Untreue, Illoyalität)	I was impressed by his <b>loyalty</b> to his brother.
<b>luxury</b> (adj)	/'lakʒəri/	luxuriös, Luxus-	The prize was a weekend in a <b>luxury</b> spa.
<b>measure</b> (v)	/meʒə/	messen, vergleichen	There is no point in setting targets if they cannot be <b>measured</b> .
<b>meet</b> (v)	/mi:t/	(hier:) erfüllen, einhalten, erreichen	Will the government be able to <b>meet</b> its spending targets?

<b>morale</b> (n)	/mə'ra:l/	Stimmung, Kampfgeist, Moral	Whenever our car wins a race it boosts the <b>morale</b> of the whole team.
<b>motivate</b> (v)	/'məutɪ'veit/	motivieren, ermuntern	We must <b>motivate</b> students to take charge of their own learning.
<b>motivation</b> (n)	/məʊtɪ'veɪʃən/	Motivation, Antrieb	Some team members lack <b>motivation</b> .
<b>motivator</b> (n)	/'məutɪ'veɪtə/	Antrieb, Ansporn, Motivator	A profit-sharing scheme can work well as a <b>motivator</b> for employees.
<b>objective</b> (n)	/ɒb'dʒektɪv/	Ziel(setzung)	The main <b>objective</b> of our department is to identify market opportunities.
<b>pay scheme</b> (n)	/pei skem/	Gehaltsstufe, -tabelle	When I complete this course I hope to move up to the next level of the teacher's <b>pay scheme</b> .
<b>performance</b> (n)	/pə'fɔ:məns/	(hier:) Leistung	A healthy diet can improve a child's <b>performance</b> in school.
<b>perk</b> (n)	/pɜ:k/	Vergünstigung	One of the <b>perks</b> of working in a restaurant is free meals.
<b>pressure</b> (n) put pressure on sb	'preʃə/ /put 'preʃə ɒn ,səmbədi/	Druck jdn. unter Druck setzen	He did not <b>put</b> any <b>pressure on her</b> to take the job.
<b>prize</b> (n)	/praɪz/	Preis, Prämie	The <b>prize</b> was a weekend in a luxury hotel.
<b>productivity</b> (n)	/,prɒdʌktɪvɪti/	Leistung, Produktivität	If employees are tired and stressed their <b>productivity</b> may be affected.
<b>profit-sharing</b> (n)	/'prɒfɪt,ʃeərɪŋ/	Gewinnbeteiligung	A <b>profit-sharing</b> scheme has been introduced to encourage staff to stay with the company.
<b>programme</b> (n)	/'prəʊgræm/	Programm	The Minister outlined the government's ambitious <b>programme</b> of educational expansion.

<b>promote</b> (v)	/prə'meut/	fördern	The local council has launched a campaign to <b>promote</b> recycling.
<b>proportionally</b> (adv)	/prə'pɔ:ʃənli/	proportional	These three hospitals have <b>proportionally</b> the highest death rate in the country.
<b>proposal</b> (n)	/prə'pəuzəl/	Vorschlag	<b>Proposals</b> for a new health service are under discussion.
<b>ranking</b> (n)	/rænkin/	Ranking, Einstufung	The hospital is in the top fifty of the government's <b>ranking</b> according to cleanliness.
<b>recognise</b> (v)	/rekəgnaɪz/	(hier:) anerkennen	Her achievement was <b>recognized</b> with a medal.
<b>reduce</b> (v) (opposite = <b>increase</b> ) reduce hours lost	/rɪ'dju:s/ /rɪ'dju:s ,aʊəz lɒst/	reduzieren, abbauen (Gegenteil = erhöhen) Fehlstunden reduzieren	We hope to <b>reduce</b> the working <b>hours lost</b> each month by actively encouraging improved attendance.
<b>resort</b> (n)	/rɪ'zɔ:t/	Urlaubsort	We're going to meet them at the ski <b>resort</b> .
<b>results</b> (n pl)	/rɪ'zʌltɪz/	Ergebnisse	The <b>results</b> for the last quarter are encouraging but we still need to find ways of increasing output.
<b>reward</b> (n)	/rɪ'wɔ:d/	Belohnung	You deserve a day off as a <b>reward</b> for working so hard.
<b>reward</b> (v)	/rɪ'wɔ:d/	belohnen	I'd like to <b>reward</b> the whole team by taking you all out for lunch.
<b>salary</b> (n)	/'sæləri/	Gehalt	You will receive an annual <b>salary</b> of £35,000, together with a company car.
<b>scheme</b> (n)	/ski:m/	Plan, Projekt, Vorhaben	The proposed <b>scheme</b> should solve the parking problem.
<b>share option</b> (n pl)	/'ʃeə,ɒpʃən/	Aktienoption, Aktien-bezugsrecht	We won't be able to purchase the <b>share options</b> for another two years.

<b>skills</b> (n)	/skilz/	Kenntnisse, Fertigkeiten	She has signed up for evening classes to improve her computer <b>skills</b> .
<b>spa</b> (n)	/spa:/	(Bade-)Kurort, Wellness-einrichtung	The prize was a weekend in a luxury <b>spa</b> .
<b>subsidised</b> (adj)	'sʌbsɪ,dائزد/	subventioniert, bezuschusst	I usually have a good lunch at work because the staff canteen serves <b>subsidised</b> meals.
<b>substitute</b> (n) not be a substitute for sth	'sʌbstɪ,tju:t/ /nɒt bi: ə 'sʌbstɪ,tju:t fə,sʌmθɪŋ/	Ersatz, Ausgleich kein Ersatz sein für etw.	Supermarket reward schemes <b>are not a substitute</b> for low prices on all products.
<b>substitute</b> (v)	'sʌbstɪ,tju:t/	ersetzen, vertreten	I'm <b>substituting</b> Jenny while she is away on a business trip.
<b>talent</b> (n)	/'tælənt/	Talent, Begabung	She had an obvious <b>talent</b> for music.
<b>target</b> (n) financial target  reach a specific target	/'ta:gət/ /faɪ,nænʃəl 'ta:gət/  /ri:tʃ ə spə,sifik 'ta:gət/	Zielvorgabe, Zielsetzung Finanzziel  ein bestimmtes Ziel erreichen	Heads of department have already set next quarter's <b>financial targets</b> .  Employees will be encouraged to <b>reach a specific target</b> each month. Those who succeed will receive a bonus.
<b>team</b> (n)	/ti:m/	Team, Gruppe	Our <b>team</b> of legal experts will prepare the contracts.
<b>teamwork</b> (n)	/'ti:mwɜ:k/	Teamarbeit, Zusammenarbeit	It isn't going to be easy to meet these targets, but with good leadership and <b>teamwork</b> we can do it.