

Case Study: Reaching Out

headword	pronunciation	translation/notes	example sentence
aesthetics (n pl)	/i:z'θeɪtɪks/	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)	/bjʊ'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)	/tʃeɪndʒ 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 wɪθ ˌsʌmθɪŋ/	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) put sth into context	/ˈkɒntekst/	Kontext, Zusammenhang etw. in den Kontext einordnen	connect small businesses in the developing world directly with private investors. The first few slides set the scene and put what we do into context .
contextualise (v)	/kənˈtekstʃʊəlaɪz/	kontextualisieren, in den Zusammenhang einbinden	Big figures make more sense if you contextualise them.
creditworthy (adj)	/'kredɪt,wɜ:ðɪ/	kreditwürdig	The success of Equitus has proved that the world's poor are creditworthy .
crystal clear (adj)	/'krɪstəl ,klɪə/	kristallklar	Signpost your talk by being crystal clear . Tell your audience briefly what points you are going to cover.
the developing world (n)	/ðə dɪ'veləpɪŋ ,wɜ:ld/	die Schwellenländer	Equitus does not donate. It connects private investors via the Internet with small businesses in the developing world .
distribute (v)	/dɪ'strɪbjʊt/	verteilen	This chart shows how the world's income is distributed .
donate (v)	/dəʊ'neɪt/	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)	/'emfəsaɪs/	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)	/'ekspɜ:'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)	/'fɪgəz/	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'veɪʃən/	Innovation	When giving a presentation, remember that the French respond well to innovation and eloquence.
interest (n)	/'ɪntərəst/	(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)	/'nəʊhaʊ/	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)	/mə'tʃʊ:/	(hier:) fällig werden	When the investment matures , the lender gets their money back and can withdraw it or reinvest.
microfinance (n)	/'maɪkrəʊ'fɑːnæns/	Mikrofinanz	Microfinance was pioneered by Nobel prize-winner

micro-loan (n)	/ˌmaɪkrəʊˈləʊn/	Mikrodarlehen	and Grameen Bank founder Mohammed Yunus. Equitus is different from most micro-loan companies because there's no interest payable.
mind (n) bear sth in mind	/maɪnd/ /beə ˌsʌmθɪŋ mɪn 'maɪnd/	Geist, Gedanke berücksichtigen, im Kopf behalten	Bear in mind that Arabs like public speakers to show respect and know-how.
model (n)	/'mɒdəl/	Modell	With our current economic model , there will never be sufficient capital and resources for the poor to live as the rich do.
multinational (adj)	/mʌltɪ'næʃənəl/	multinational	Bear in mind that you will be presenting to a multinational audience.
overdo (v)	/ˌəʊvəˈduː/	etw. überziehen, -treiben	Try to be upbeat throughout your talk but don't overdo the enthusiasm.
payable (adj)	/'peɪəbəl/	zahlbar	Equitus is different from most micro-loan companies because there's no interest payable .
the personal touch (n)	/ðə ˈpɜːsənəl ˌtʌtʃ/	die persönliche Note	Poles will respond well to a talk if you use the personal touch .
perspective (n) put sth into perspective	/pɜː'spektɪv/	Perspektive, Blick(winkel) etw. in die richtige Perspektive/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)	/paɪəˈniə/	den Weg bereiten für etw.	Microfinance was pioneered by Nobel prize-winner and Grameen Bank founder Mohammed Yunus.
point out (phr v)	/pɔɪnt ˈaʊt/	herausstellen, -streichen	The presenter pointed out that the earth has an ecological capacity threshold.
portfolio (n)	/pɔːtˈfəʊliəʊ/	Portfolio	Equitus transfers the funds to a local partner who

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

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

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