

Business English Masterclass Skills Tracker - Powered by Teacher S.E.Y.A.			
Week	Topic	Real-world application	Skills enhanced
1	Making Introductions	First meetings, networking events	Rapport-building greetings · follow-up questions · concise self-intro
2	Emailing Senior Executives & Fortune-500 Contacts	High-stakes email outreach	Executive tone · clear purpose lines · professional sign-offs
3	Executive-Level Speeches	Town-halls, keynotes	Compelling openings & closes · memorable structure
4	Mastering High-Stakes Q&A	Handling tough questions from boards or media	Bridging phrases · quick-think clarity · credibility cues
5	Leading Good Conversations	Negotiations, strategy huddles	Open-ended Qs · active listening · conversation control
6	Running Effective Meetings	Chairing weekly or project meetings	Agenda framing · time-keeping phrases · summarising decisions
7	Presenting & Explaining Data	Sales decks, KPI reviews	Data storytelling verbs · visual signposts · trend language
8	Writing Reports Managers Read	Status or findings reports	Clear headings · concise summaries · action recommendations
9	Pitching New Ideas	Suggesting projects & improvements	Attention hooks · benefit framing · persuasive modals
10	Writing a Business Proposal	Formal bids, RFP responses	Problem-solution flow · value justification · call-to-action
11	3-min Video Sales Letter	Investor / client intro videos	Concise script writing · camera-ready delivery
12	Networking Smarter	Conferences, LinkedIn outreach	Small-talk starters · contact exchange · follow-up setting
13	Mastering Negotiations	Price & contract talks	Win-win language · offer/counter phrases · deal closing
14	Understanding Contracts	Reviewing T&Cs, signing	Key legal verbs · obligation Q&A · plain-English clauses
15	Handling Objections & Resolving Conflicts	Client push-back, team disputes	Objection-handling frames · polite disagreement
16	Post-Deal Client Care	On-boarding, upsell calls	Next-step outlining · relationship-maintenance language
17	Smart Task Management	Daily planning & delegation	Prioritisation verbs · phrasal verbs for scheduling
18	Giving Constructive Feedback	Performance reviews, peer coaching	Fact-impact-fix model · tactful wording
19	Choosing a Management Style	Organisational design decisions	Hierarchy vs network vocabulary · comparative linkers
20	Vendor & Partner Communication	Logistics, agency briefs	Clear commands · expectation setting · follow-through
21	Business Ethics Made Simple	Ethical dilemmas at work	Modals of obligation · persuasive pros/cons
22	Leading Business Discussions	Round-tables, board updates	Linking words · structured arguments · polite debate
23	Business Expansion	Growth strategy planning	Market-analysis language · scaling options
24	PR & Brand Image	Media stunts, brand storytelling	Publicity evaluation · concise opinion giving