

TASK Complete the text with the words and phrases you hear:

BH: Yeah, it's been a very good year for us. But it took some time to get to this point, although I guess I knew we could do it. It's profit that drives me. I know I said I love great clothes **1.** _____, but what your first priority has to be is making money, you know what I mean. That is the key to success

2. _____.

Int.: Can you relax **3.** _____ you've established the brand?

BH: **4.** _____. In my business you have to keep

5. _____, investing in design and marketing, and hope you get noticed by the best retail outlets. There is so much competition **6.** _____ and they're all cutting costs in a very price-sensitive market. But it isn't being the cheapest **7.** _____. What keeps me one step ahead is knowing where to cut costs and where to invest.

Int.: And what is the next investment?

BH: Well, I'm proud to say we're planning to launch our first environmental product line this year, a T-shirt line made from 100% grown-in-the-USA **8.** _____. There is a huge market for that kind of environmentally friendly product.

Int.: That sounds like an interesting development.

BH: Yes, but I may not **9.** _____ - I'm thinking of **10.** - _____ as a venture capitalist, or rather a business angel. It's the excitement you get at the beginning of a venture **11.** _____. And I prefer the image of angel because that would mean being more involved than just a venture capitalist, you know, and it's the hands-on part that really interests me.

TASK Complete the text with the words/phrases that best fits the context of the listening exercise.

1. Steve Walker is going to talk about _____ (**4 words**) in his career.
2. ART provides loans at commercial rates to businesses and enterprises that have been _____ (**4 words**) from conventional sources.
3. This model _____ (**4 words**) by other finance institutions.
4. A lot of people worry that they _____ (**6 words**) if they ask for help.
5. So, if I have a problem or am concerned about a _____ (**4 words**), I can ask them for **guidance**.
6. Always be open to new ideas and don't be afraid to turn to someone outside of your field. It gives you a different viewpoint and lets you see the situation _____ (**4 words**).
7. Our remit is to encourage enterprise to _____ (**1 word**); _____ (**1 word**) lending money we want to help our borrowers to _____ (**1 word**).
8. I made a mistake during the early stages of ART when I was trying to _____ (**2 words**). I planned to have 50,000 flyers

_____ **(4 words)** the service. My idea was to distribute
10,000 of them and I thought it would be a good idea to
_____ **(4 words)** a magazine that went out to all the
wealthy homes within the area.

9. If I _____ **(4 words)** people more knowledgeable in
this field than myself, I _____ **(5 words)** a lot better and
hopefully gained a _____ **(2 words)**.

10. So my worst decision also _____ **(2 words)** my best decision.

11. The worst thing you can do in business is to _____ **(4 words)**
new ideas and interpretations of a problem or idea.