

Lesson 1 - Business Idioms: “Talking About a New Project”

Bill and Tom work for an electronics company. Recently, their section has come up with an idea for a new product (the X-19 MP3 player). However, they do not want any other company to find out about their new idea. As a result, they need to make a good plan regarding their new product.

A: Do you know what I think? I think we've **come up with a winner**.

B: I agree. The new X-19 should be a **blockbuster**!

A: You're right. In fact, our engineers have already created some prototypes. The new units are faster, cheaper, and include many other **bells and whistles**.

B: In that case, we should **fast track this project**. In fact, let's try to launch it in time for Christmas season.

A: Sounds good to me. I think this new product is going to be a great **stocking stuffer**.

B: You might be right. We definitely need a **big win** for this Christmas.

A: I'm excited. This is a great product. We're definitely going to **make a killing**!

B: All right. Let's keep this project confidential. Let's **keep it under wraps**.

A: I agree. **Mum's the word**. We don't want any other company to **get wind of** our new idea and **rip it off**!

A: Exactly! So, let's meet again next week. Then, we can get together and discuss our **game plan** for **getting this project off the ground**.

B: Sounds good to me.

Key idioms:

1. To come up with a winner

Definition: to think up or create a very good idea

2. Blockbuster

Definition: a big success/a huge hit

3. Bells and whistles

Definition: extra product features/exciting features

4. (to) fast track a project

Definition: to make a project a high priority/to speed up the time frame for a project

5. Stocking stuffer

Definition: a small gift given at Christmas time

6. Big win

Definition: a huge success/a successful product

7. (to) make a killing

Definition: to make a lot of money/to get a lot of money

8. (to) keep something under wraps

Definition: to keep something secret/to not let anyone know about something/to hide something from someone

9. Mum's the word

Definition: to keep quiet/to not tell anyone about something/to keep something secret.

10. (to) get wind of

Definition: to find out about something/to hear something by accident

11. (to) rip off

Definition: to steal something/to take something from someone unfairly or illegally

12. Game plan

Definition: an action plan/a plan for a project

13. (to) get something off the ground

Definition: to get started on something/to begin a project