

WEEK 5 – IC2 Class: Hypothetical Business Situations February 2016 (Set 3)

HYPOTHETICAL STATEMENTS

A “hypothetical statement” offers or suggests a possible outcome or solution for the future in business situations. Today, you will study SEVEN key phrases to offer a hypothetical solution. The seven key phrases in today’s lesson will be useful for your business meetings, discussions, or teleconferences.

In fact, many hypothetical statements are often “**if ... then**” statements. In other words, “if we do then, might happen.” For example, “**If we** work faster, **then** we can launch our product on time.”

Now, let’s take a look at today’s SEVEN Key Hypothetical phrases for business:

1. ***If we.....then, / Assuming...then,***

Examples:

*If we increase sales this year, **then** it would be possible to advertise more in Japan.*

***Assuming** we increase sales this year, **then** it would be possible to expand more in Japan.*

2. ***Assuming that we go with that...then, .../ Assuming we do that...then, ...***

Examples:

***Assuming that we go with that, then** we would need to decrease cost to meet our budget.*

***Assuming we do that, then** we would need to decrease cost to meet our budget.*

3. ***On the other hand, what if we...then,/ What if we....then,***

Examples:

***On the other hand, what if we** change our plan, **then** we would be able to start fresh again.*

*Note: “**Start fresh**” means: “Start again” or “new beginning”*

***What if we** change our plan, **then** we would be able to start fresh again.*

4. ***It might work if we.../ We might be able to.....if we.....***

Examples:

It might work if we lower the price.

We might be able to increase our profit if we lower the price.

5. ***Supposing we.../ Suppose we.....***

Examples:

Supposing we do that, do you think we will increase sales this year?

Suppose we do that, do you think we will increase sales this year?

6. ***It could be possible if we...***

Example:

It could be possible if we expand our line-up.

It could be possible if we change our specifications.

7. ***How about we try...?/ What if we try.....?***

Examples:

How about we try collaborating with another company?

What if we try collaborating with another company?

Homework:

Let's take a look at the sample business cases below:

Directions: Think carefully and write down your sample hypothetical suggestion.

Good luck!

1. Your company would like to increase the brand name and brand image in Japan.
2. Sales are low in Japan this month.
3. Employee motivation is very low in your section.
4. You need to hire young engineers to join your company.

5. Your original topic