

Some Useful Business Sayings

VOCABULARY

purse – дамская сумочка или кошелек	harbor ['hɑ:rbər] – гавань
to implement – реализовывать	to succeed – добиваться успеха
to be capable (of) – быть способным	unless – если только не
strength [streŋθ] – сильная сторона	to involve – включать в себя
to be aware (of) – быть осведомленным	flexibility – гибкость
deadline – крайний срок	common sense – здравый смысл
to glitter ['glɪtə] – блестеть	excuse – оправдание
to rush – торопиться	



KNOWLEDGE

An investment in knowledge and health pays the best dividend. Never stop learning – an open mind collects more riches than an open **purse**.

The human mind is like a parachute – it functions best when it's open. It is amazing how much you learn, before you realize how little you know.

A person is either growing or going out of business. Extend your horizons every day.

IDEAS

You never know where a good idea will come from or how far it will take you. Sometimes the best ideas are almost **obvious**. Every great idea was once considered impossible.

Nothing dies faster than a new idea in a closed mind. Do not wait for the best idea – **implement** the best ideas you have now and soon even better ideas will come.

SMART GOALS

Set SMART goals (*Specific, Measurable, Actionable, Realistic and Timed*). Make sure that your goals are well-balanced.

Choose a job you love and you will never have to work a day in your life. You never know what you are **capable of** until you try. We all have **strengths** we aren't **aware of**.

Shoot for the moon. Even if you miss you will land among the stars. Goals are dreams with **deadlines**.

All that **glitters** is not necessarily the right goal. If a person doesn't know what he is looking for, he will likely miss it. You have to be very careful if you don't know where you're going, because you might not get there. When you are not sure where to go – don't **rush**. If a person doesn't know what **harbor** he is heading for, no wind is right.

You can't rest unless you set goals that make you stretch. If you don't begin – you will not win.

SUCCESS

A person rarely **succeeds** at anything **unless** he has fun doing it. To be successful you should be in the right place at the right time and do the right thing.

Success **involves** many ingredients. **Flexibility** and hard work combined with **common sense** leads to success. Success is more often the result of hard work than talent. If success doesn't come to you ... you go to it.

Successful people always have a plan; a loser always has an **excuse**. Successful people see answers for any problem. A loser sees a problem in any answer.

Success often leads to even greater success.

ATTITUDE TO WORK

An honest day's work is the best medicine for all illness. The beginnings of all things are very small. The shortest way to **achieve** a great deal is to **complete** one task at a time. Don't put off until tomorrow what you can do today.

Big problems always evolve out of small ones. Don't postpone the work until the last moment. If you wait until all **conditions** are perfect before you act, you'll never act. It is better to do something **imperfectly** than to do nothing **perfectly**.

Do important jobs now before they become **urgent**. Actually, there are only two types of work: 'urgent' and 'extremely urgent'. It often takes less time to complete a task right than to **explain** why it can't be done. The greatest power is often simple **patience**.

USE OPPORTUNITIES

Most problems represent new opportunities. If there were no problems, there would be no opportunities. Opportunity often comes **disguised** in the form of **misfortune** or **defeat**.

A pessimist sees difficulties in every opportunity. An optimist sees the opportunity in every difficulty. If opportunity does not knock, build a door or knock on the doors of opportunities.

Before it **turns into** a butterfly, a **caterpillar probably** thinks it's the end of the world. What seems to be the end is usually a new beginning.

When one door to your goal closes, another usually opens. If someone looks too long at the closed door, he will likely miss the next opportunities. If you miss an opportunity, do not **cloud** your eyes with **tears**. Keep your **vision** sharp so that you will not miss the next one.

attitude [ˈætɪtjuːd] – отношение

to achieve – достигать

to complete – завершать

conditions – условия

imperfectly – неидеально

perfectly – идеально

urgent – срочно

to explain – объяснять

patience [ˈpeɪʃ(ə)ns] – терпение

disguised [dɪsˈgaɪzd] – переодетый

misfortune – неудача

defeat [dɪˈfiːt] – поражение

to turn into [tɜːn] – превращаться

caterpillar – гусеница

probably – вероятно

to cloud – затуманивать

tears – слезы

vision [ˈvɪʒ(ə)n] – зрение, видение

EFFECTIVE MANAGEMENT

Leadership is the **capacity to transform** vision into reality. The speed of the boss is the speed of the team. Good managers are not born. Management skills are not **inherited** – they are **obtained** through training and experience.

The real key to success is people – it is impossible to **overstate** or **overemphasize** it. Never stop listening, learning and training your team.

Promise only what you can **deliver**. Try to deliver more than you promise. Be patient while analyzing and **making decisions**, and impatient while **executing**. Those who do not analyze and economize will have to agonize.

You are either growing or going out of business.

LUCK

Heaven helps those who help themselves. **Miracles** do **occur**, but one has to work hard for them. The harder a person works, the luckier he usually becomes. Success is 1% **inspiration**, 98% **persistence** and **perspiration** and 1% luck. Luck is what happens when preparation meets opportunity.

Ups and downs do come. The bad thing about good things is that they come to an end. The good thing about bad things is that they also come to an end! The stronger the storm, the sooner it's over. Many cloudy days end with a glorious **sunset** as all nights end with **dawn**.

capacity – способность

to transform – трансформировать

to obtain – получать

to inherit [ɪnˈherɪt] – наследовать

to overstate – преувеличивать

to overemphasize [ˌəʊvərˈemfəsaɪz] – переоценивать

to promise – обещать

to deliver a promise – выполнять обещание

to make a decision – принимать решение

to execute – выполнять

heaven [ˈhev(ə)n] – небеса

miracle – чудо

to occur [əˈkɜː] – случаться

inspiration – вдохновение

persistence – терпение

perspiration – потение

ups and downs – 'взлеты и падения'

sunset – закат солнца

dawn [dɔːn] – восход солнца

LEARN FROM MISTAKES AND FAILURES

There are no tasks so simple that they cannot be done wrong. The man who hardly ever makes mistakes – hardly ever does anything. It is easier to find mistakes in what others do – it is more difficult to find errors in what you do yourself. Mistakes are a part of the learning process.

Failure is success if we learn from it. It is often easier to **stay out of** or **prevent** a problem than to get out of trouble.

Failure doesn't mean God has **abandoned** you... It **means** God has a different idea!

ATTITUDE TO ENEMIES

Never **underestimate** your opponent. If you want peace, you must prepare for war.

If you hate your enemy hard enough, your hate may **destroy** you. The wise man learns more from his enemies than the fool does from his friends.

A man who lies for you will lie against you. No one is so powerful that he can **harm** others without harming himself.

The best way to **get rid** of enemies is to make them your friends. One of the greatest strengths God has given to a human being is the **ability** to forget. The greatest **remedy** for anger is time.

failure ['feɪljə] – поражение	to get rid (of) – избавляться
to stay out – 'держаться в стороне'	ability – способность
to prevent [prɪ'vent] – предотвращать	remedy – средство (напр. от болезни)
to abandon – оставлять, покидать	destination – место назначения
to mean – значить	to cheer up – подбадривать
to underestimate – недооценивать	to enjoy – наслаждаться
to destroy [dis'trɔɪ] – разрушать	to share [ʃeə] – делиться
to harm [hɑ:m] – наносить вред	

HAPPINESS

Happiness is to be found along the way, not at the end of the road. Happiness is a journey, not a **destination**, for when the journey is over it's too late.

Think and act cheerfully, and you will feel cheerful. If you want to **cheer** yourself **up**, try to cheer up someone else.

If a person tries to change everything and everybody, that usually makes him unhappy. Try to change your attitude, and your life will change.

The truly rich people are those who **enjoy** what they have. Happiness is never perfect until it is **shared**.

FOR NOTES

