

Jesus Antonio Jauregui [- Masterclass Oral Expression skills - 1p summary	[- Remote document color code and components [- Remote doc template 2023
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Eval reports:	Remotes: [W] Jesus Antonio Jauregui Remote 202...

Date: / Consultant: Sep 22, 2026 Alejandro
Catch up/Homework review: <u>Workspace:</u> Think about Coppel's e-commerce experience nowadays. What works well? What still needs improvement? WORD STRESS <u>CAtegory</u>... CAtegories exPERience... exPERiences POlicy... POlicies

Imagine a customer wants to buy a pair of running shoes online.

Here's the customer journey:

search → compare → choose → pay → delivery → after-sales

What **should** happen at each stage? (in terms of positive expectations)

Where **can** customers experience problems?

What **could** make the experience easier?

Let's do some benchmarking. Think about companies such as:

Amazon, Brooks + another market relevant company

What could Coppel learn from them?

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework:

Date: / Consultant: Ryan 9.15

Catch up/Homework review:

- To manage reductions... to restructure... to find efficiencies
 - To implement... to lay off... to let go... to restructure... ~~to execute...~~
-

Complex sentences for complex ideas:

Conjunctions + simple sentences + robust verbs and prepositions for time

If Coppel wants to achieve or reach the 30% market penetration in online sales in Mexico in 2026 ~~goal~~, we must implement a commercial plan that makes us more attractive to customers. In addition, managers must look for efficiencies because we are spending more than we sell. This combination of actions will allow us to be competitive in the digital marketplace, but we must focus on the customers.

- 3 x sentences...
 - Conjunctions... if, because, but
 - Connectors.. In addition
 - Modal verbs.... Must (obligation)
 - Robust verbs... to achieve, implement, spending, allow, focus on
1. Start with the simple ideas.. Robust verbs
 2. Specify... details necessary?
 3. Relationship... causation, time, explanation, purpose, hypothetical...
 4. 5 Ws... who, what, when, where, why, how....

Before we think about winning in the digital world, we should improve processes, services, products and stores. For example,

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework:

Date / Consultant: Aug 20, 2026 Edgar

Lesson number/week: -

Catch-up/Homework review:

Send me a summary of your plans for the rest of the year, focus on being concise. (will /going)

Link: <https://meet.google.com/cmg-efef-bjw>

Workspace:

Hello group, how are you today?

I will go to the concert

I am going to the concert

Will-Last minute decision/plan. Unpredictable situation in the future.

Going to-Previous establishes plan. Prediction with some proof.

Warm up/Review: <https://www.baamboozle.com/game/324637>

reminded	believed	talked	ordered
dressed	matched	started	recorded
screamed	asked	improved	phoned
painted		corrected	passed

/t/

/d/

/id/

/-t/	/-d/	/-id/
Talked	Belived	Reminded
Dressed	Ordered	Started
Matched	Screamed	Recorded
Asked	Improved	Painted
Passed	Phoned	Corrected

Eyes-Ice

What are **Modal Verbs? For what do we use them? We can use them to express many things: Ability, Possibility, Obligation, Recommendation, Request, Advice, Permission, etc.**

Can and Could (Ability and Request)

I can speak french

Can I have some water?-Informal

Could I have some water?-Formal

Will and Would (Request)

Will you marry me?

Would you marry me?

Should and Must

-You should update your CV.

-You must finish this report.

May and Might

I may arrive late today-60%

I might arrive late today-40%

May I use your bathroom?

May I have another cookie?

Monday	Tuesday	Wednesday	Thursday	Friday
--------	---------	-----------	----------	--------

--	--	--	--	--

Errors/Opportunity for growth/Pronunciation/Feedback:

Shake
Check

Vocabulary/Phrases:
[Merriam-Webster](#)

Homework: For next week share some of your daily activities/pendings using future (going to/will) and a modal verb.

Date / Consultant: Aug 12, 2026 Bernardo

Catch-up/Homework review:

Workspace:

Here's the link: <https://meet.google.com/frp-qdjz-tbk>

Let's do a summary of your work:

1. Introduce yourself professionally.

I studied ____

About my experienceI have/hold a degree in Technology engineering

I'm in charge of Governance and digital ...

My main responsibilities are: To be sure- **to ensure**

Synthesize - **to summarize**

2. Tell me about your work experience.

Pronunciation of ED

/id/	/t/	/d/
T wanted D needed	P helped K looked F sniffed GH laughed SH washed CH watched SS kissed C danced X fixed	L called N cleaned R offered G damaged V loved S used Z amazed B rubbed M claimed
VOICELESS		VOICED *

*** Voiced Sound**
= uses the vocal cords and they produce a vibration or humming sound in the throat.
(Touch your throat to feel it)

Words that end in a vowel sound use the **/d/** pronunciation for ED.
e.g. -- followed -- enjoyed -- played -- tried -- continued

I did a Master in -----
Course

Meanwhile
While

Errors/Opportunity for growth/Pronunciation/Feedback:

Challenge /cha len ch/
Challenges /cha len yes/

Vocabulary/Phrases:

[Merriam-Webster](#)
oversee/ manage

Homework:

Send me a summary of your plans for the rest of the year, focus on being concise. (will /going)

Date / Consultant: Jul 21, 2026 Bernardo

Catch-up/Homework review:

Link: <https://meet.google.com/ceg-cmvj-mod>

Workspace:

How were these achieved?	CONNECT effect	Let's focus on the achievements
We scheduled /d/ to have list every week We construcTed /ed/ a list of priorities We nee Ded	THEN	we have a prioritized /D/ list of projects that we are working on
We weren't well organized /d/ We were having a lot of meetings Our agendas were always full	So	- we set up periodical meeting for initiatives
We weren't sure all the team was informed about the results We weren't <u>following up</u> with our teams	That's why	- we <u>established</u> a feedback process called Business reviews: how the business is improving along the time
The evaluation process was a subjective task Indicators weren't well defined /d/	Therefore	- we installed /d/ a process to evaluate all the employees (Evaluation Management Performance)
The results weren't as good as we expected The CEO asked /t/ us to challenge our indicators	Then	- we built an efficiency plan, where we can spend less

Due to: reason

Focus on: pronunciation

Present how you got the current results, explain the steps previous to the achievements

PROCESS IMPROVEMENT INITIATIVES



PRIORITY MANAGEMENT

- Scheduled weekly lists
- Constructed prioritized list of priorities
- Needed to stay focused

→ **Then**

- Have prioritized list of projects we work on



MEETING OPTIMIZATION

- Not well organized
- Too many meetings
- Agendas always full

→ **So**

- Set up periodical meeting for initiatives



PERFORMANCE FEEDBACK

- Unsure if team informed of results
- No follow-up with teams

→ **That's why**

- Established feedback process: Business reviews (how business improves over time)



EMPLOYEE EVALUATION & EFFICIENCY

- Evaluation was a subjective task
- Indicators not well defined

→ **Therefore**

- Installed an Evaluation Management Performance process to evaluate all employees

→ **Then**

- Built an efficiency plan to spend less (responding to CEO's challenge to indicators)



LOGO

PROFESSIONAL PRESENTATION | 3

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

[Merriam-Webster](#)

Vo. Bo. : the sign : the approval to continue
Stakeholders

Pronunciation of ED

/id/

T wanted
D needed

* **Voiced Sound**
= uses the vocal
cords and they
produce a vibration
or humming sound
in the throat.

(Touch your throat to feel it)

/t/

P helped
K looked
F sniffed
GH laughed
SH washed
CH watched
SS kissed
C danced
X fixed

VOICELESS

/d/

L called
N cleaned
R offered
G damaged
V loved
S used
Z amazed
B rubbed
M claimed

VOICED *

Words that end in a **vowel sound** use the **/d/** pronunciation for ED.
e.g. -- followed -- enjoyed -- played -- tried -- continued

Homework:

Send me an audio summarizing your presentation, focus on ED.

Date: / Consultant: Ryan 7.16.26

Catch up/Homework review:

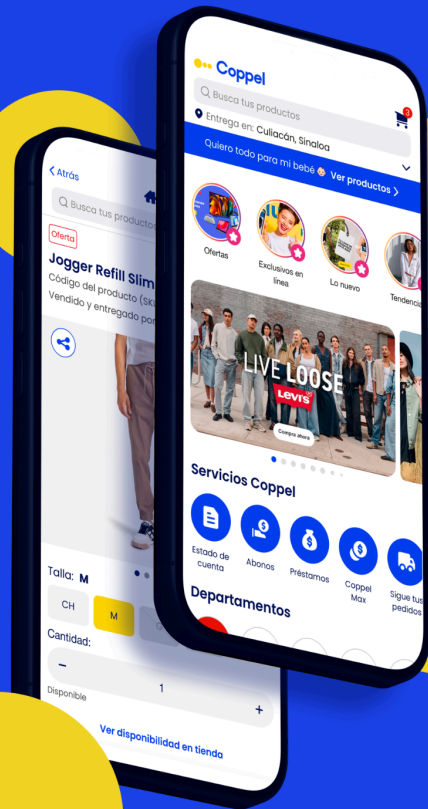
-

Workspace:

Errors/Opportunity for growth/Pronunciation/Feedback:	Vocabulary/Phrases:
Homework:	

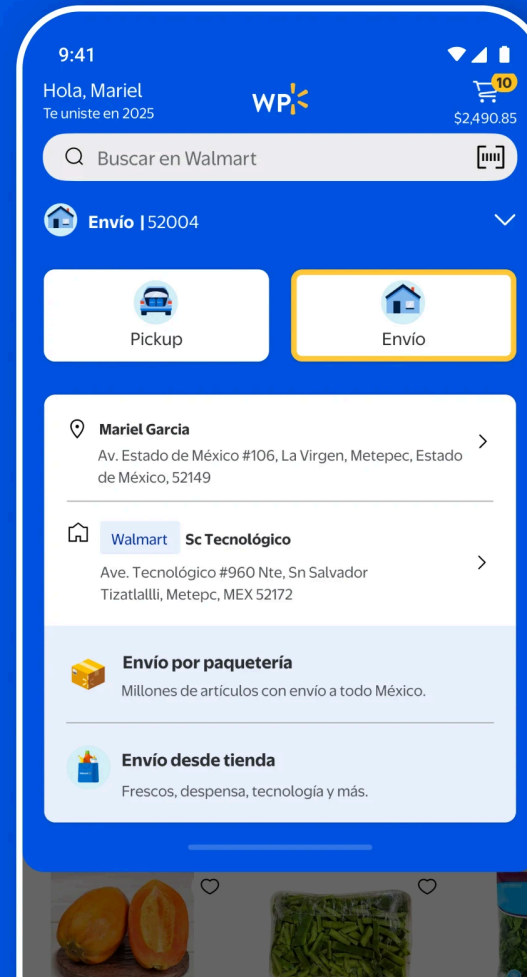
Date / Consultant: Jun 19, 2026 Bernardo
<u>Catch-up/Homework review:</u> <u>Workspace:</u> Here's the link: https://meet.google.com/ybu-gnuw-rrf

¡Tenemos una nueva
experiencia para ti!



Pickup o envío

Tú eliges cómo quieres recibir tu pedido



What is your biggest competitor in the ecommerce market?

- Elkra, liverpool, amazon
MercadoLibre Amazon:
 easy user experience, one click shopping
 Functional filter: having filters per category, e.g. mattress
 Payment method: simple, multiple payment methods
 Product reception: **promised** date, **precise** promised delivering date.

Let's compare them:

Coppel vs Amazon

The Amazon App is more **seamless** to use than the Coppel App because it **offers** best practices about UX

They have an App more **developed** than ours, because its search **engine** is more powerful than ours

The Amazon App is more accurate than the Coppel App in the **promised** delivery date.

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

[Merriam-Webster](https://www.merriam-webster.com/)

Pronunciation of ED

/id/	/t/	/d/
T wanted D needed	P helped K looked F sniffed GH laughed SH washed CH watched SS kissed C danced X fixed	L called N cleaned R offered G damaged V loved S used Z amazed B rubbed M claimed
* Voiced Sound = uses the vocal cords and they produce a vibration or humming sound in the throat. (Touch your throat to feel it)		VOICELESS
VOICELESS		VOICED *
Words that end in a vowel sound use the /d/ pronunciation for ED. e.g. -- followed -- enjoyed -- played -- tried -- continued		

heee

Homework:

Send me a summary of the comparison, focus on connecting ideas.

Date: / Consultant: Ryan 6.16.26

Catch up/Homework review:**Workspace:**

- Digital penetration..
- Closer to
- To depend on
-

Adverb use....

The digital **way**.. Digitally

An efficient **way**... efficiently

- Manera...

Errors/Opportunity for growth/Pronunciation/Feedback:

Wheel

Vocabulary/Phrases:**Homework:**

Date: / Consultant: Ryan 5.19.26

Lesson number/week:

Topic:

Aim:

Hot sale time...

One day at time

To pretend...

A raffle for employees...

To increase

- I predict that sales will increase by (around) 30%.
- A factor of change

My prediction is a 30% increase in sales

2 out of 50 SKUs are out of stock.

This indicator shows-demonstrates (modal?) the success of the hot sale.

The Out-of-Stock indicator... the stockout indicator...

- The stockout indicator reflects the success of our sale.
- The stockout rate...
- The frequent stockouts...

A conversation rate of 0.49 indicates the success of omnichannel.

We hope to achieve a conversation rate of 0.58 during the hot sale.

We predict that conversation rate will decrease by 0.12.

The most important objective for me is to push our doorbusters sell out quickly before the advertisement ends.

Our priority...

To stay competitive... to remain competitive.... To maintain...

- Competitive... market share... relevance...

We must maintain our market share— non-negotiable...

A timeline of 3.5 years... targets.. Goalposts... milestones or checkpoints (are on the way to the objective) ... objectives...

- The 2026 hotsale is a checkpoint to measure the success or advancement towards our 2028 digital goals.
 - A touchbase.. More informal version of this...
 - Could we please schedule a touch base to review how this project is going?
 - To give an update
 - Your checkpoints give the steering committee the data necessary to make strategic decisions.

Workspace:

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework:

Date: / Consultant: Ryan 4.16.26 and 5.13.26

Lesson number/week:

Topic:

Aim:

WORKSPACE: AI + Coppel

- Eliminate time-consuming tasks
- Summarize information
- Eliminate support positions

Strengths	Areas to test	Areas of Opportunity
Accessibility... store infrastructure	Website - app usability	Handling Excessive demand
Payment methods - Credit -	Commercial plan - Tv sales (inventory) -	Inventory limits
Marketplace – wide variety - Large product offering -	Delivery times - Lags or delays	Dependency on third party delivery services - Capacity limit
Warranty or guarantee - Installation - Access	Complaints– customer feedback - PROFECO	Omnichannel
	Operational Mistakes - Cost alignments - Lack of communication -	

Customer profile... customer base... target market

- Humilidad... vulnerable, marginalized... struggling... low socio-economic profiles...
- Exigente.. Demanding, pushy, aggressive,
- More patient... grateful... loyal...
- Generational gap... boomer market...

Simon Sinek video

- Millennials–
- Gen Z
- Code switching...

Errors/Opportunity for growth/Pronunciation/Feedback:	Vocabulary/Phrases:
Homework:	

Date: / Consultant: March 26 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review: <https://hy-tek.com/resources/4-experts-predict-the-future-of-warehousing/>

- Practice summarizing it using the linking words

WORKSPACE:

Crucial Technology and Automation Tools

- 1 Internet of Things (IoT)
- 2 Big Data, Predictive Analytics & Visualization
- 3 Blockchain
- 4 Automation with Robotics
- 5 AI & Digitalization

Hy-Tek
INTRALOGISTICS

How will these tools impact your:

- Industry in general
- Company
- Job / career

modal
verbs

Modal Verbs: Probability

Positive *How certain am I?* **Negative**

This is the right place. 100% 100% That isn't our new teacher.

must

**This must be the right place.
We followed the directions, and it's
the only Italian restaurant on this
street.**

might

**I might work late tonight. I have an
important meeting tomorrow, and
I have a lot to do before then.**

may

**It may rain today. There are clouds,
and the sky is a little dark.**

could

**This could be the last time I travel
for work. I'm hoping to get a new
job soon.**

can't

**That can't be our new teacher.
That's a woman, and our new
teacher is a man.**

must not

**He must not want to go to the
concert. I called him yesterday to
say I had an extra ticket, and he
hasn't called me back.**

might not

**I might not go to the party tonight.
I have a lot of work to do.**

may not

**John may not join our meeting.
He's in another meeting at the
moment, and it may not end on time.**

less certain

American English at State **A E**

Case study 1

A leading global fast-food chain faced significant supplier risk due to overdependence on two key suppliers for its sauces category, one of which was based in the U.K. This dependency raised concerns, especially with potential Brexit impacts on supply chains. To mitigate these risks, the company leveraged AI-powered software to assess and identify alternative suppliers.

This AI procurement software analyzed market demand and supplier capabilities, enabling the chain to reduce network distance by 25% and achieve savings of €3.2 million annually.

By optimizing the supply network and identifying domestic options in Europe, the fast-food giant decreased reliance on U.K. imports and enhanced supply chain resiliency, ensuring smoother and more cost-effective operations

Case study 2

AI solutions play a pivotal role in Walmart's procurement negotiations, particularly with tail-end suppliers. By leveraging an AI-powered chatbot, Walmart can conduct focused negotiations with a large number of suppliers, achieving agreements that are beneficial for both parties.

The chatbot automates the negotiation process, saving time and resources while improving the terms and flexibility within the supply chain. This innovative

approach allows Walmart to efficiently manage negotiations, generate savings, and enhance the overall resilience of its procurement operations.

We MAY use AI ...

The HR might be replaced with AI chatbots

ZERO conditional	If you stand in the rain, you get wet. If you heat ice, it melts.	PRESENT SIMPLE + PRESENT SIMPLE	USES: Facts which are generally true or scientific facts The condition always has the same result
FIRST conditional	If it rains, we will cancel the trip. If you study, you will pass the exam.	PRESENT SIMPLE + WILL / WON'T + VERB	USES: A possible situation in the future Predicting a likely result in the future (if the condition happens)
SECOND conditional	If I won the lottery, I would travel a lot. If they sold their house, they would be rich.	PAST SIMPLE + WOULD + VERB	USES: Hypothetical or unlikely situations Unreal or improbable situation now or in the future

If everything WERE automated...

If I were a writer..

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework: think about some more future consequences of using technology in your industry

Date: / Consultant: March 19 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

listen to the news and then SUMMARIZE using the linking words

<https://learnenglish.britishcouncil.org/skills/listening/b2-listening/business-news> + create some hypothetical conditionals about the stories

Step in for somebody

There are a lot of LOOSE ENDS

Continuous

Tech - savvy

WORKSPACE:

Automated warehouses

What have you seen?

What have you already got?

What would you like to have in the future?

If you could decide how to automate the warehouses?

Transforming Warehouse Management with Autonomous Robots

Useful vocabulary

- Automated robots
-
-

- aisle
- Stock
- Digital twin
- space occupancy = storage capacity
- Real time data capture
- tracking system
- To optimize space
- subscription model



Linking words for Essay

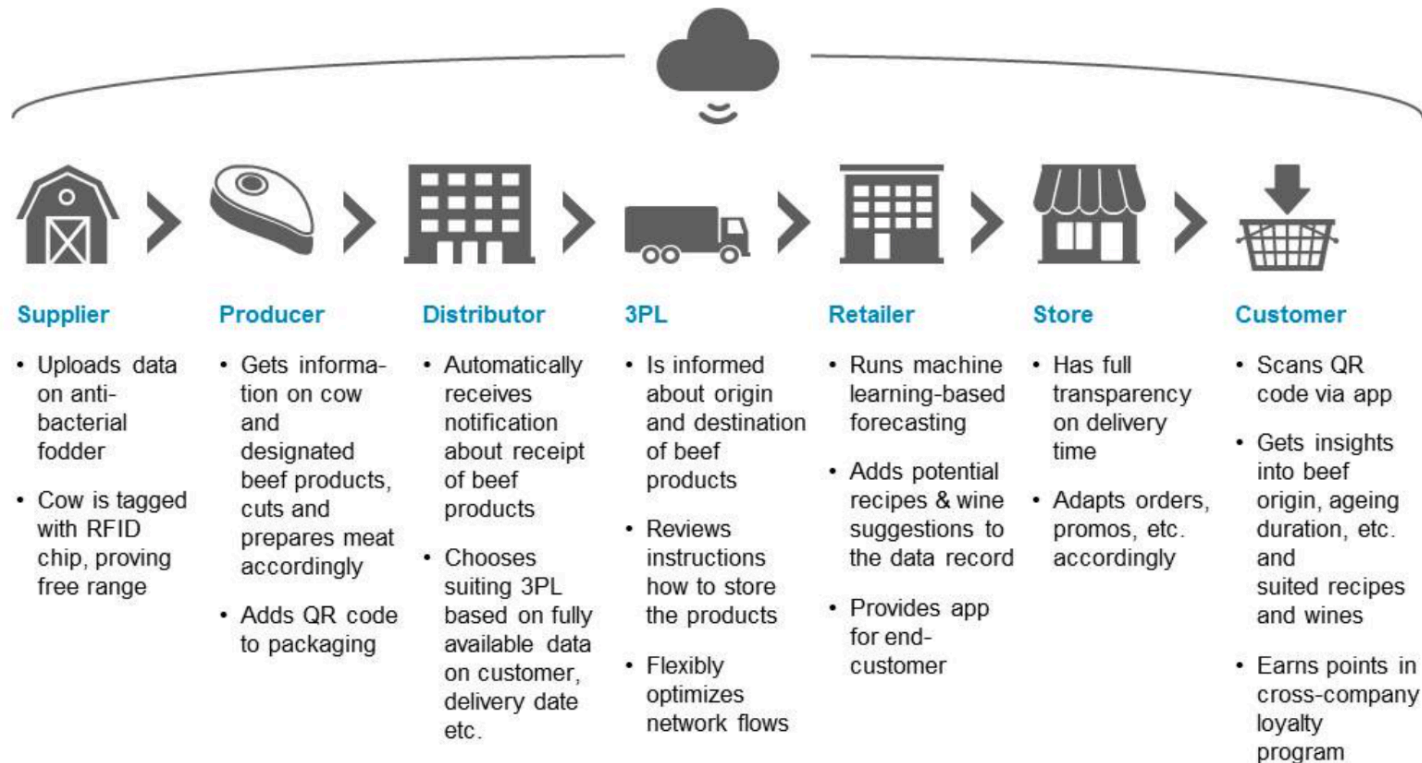
ADDITION	SEQUENCE	CONSEQUENCE	CONTRAST
Another	After this	Eventually	However
Moreover	Then	So	On the other hand
And then	At this point	Then	Despite
Similarly	Earlier	In that case	In spite of
Also	Later	Thus	In contrast
In addition	To begin with	Consequently	Alternatively
Likewise	Initially	Thereby	Although
As well as	Following this	Therefore	On the contrary
Besides	Another advantage	As a result	Instead of
Furthermore	One reason	Admittedly	Rather
Besides this	Another reason	It follows that	Whereas
In the same way	A further reason		Nonetheless
Not only ... but also	The final reason		Even though
CERTAINLY	REASON	CONDITION	SUMMARY
Obviously	Since	If	In conclusion
Certainly	Because	Unless	In summary
Plainly	Due to	Whether	Lastly/ Finally
Of course	Owing to	Provided that	To sum up
Undoubtedly	Leads to	Depending on	To conclude
	Cause of		To recapitulate
	In order to		In short

Summarize it

www.eslforums.com

End-To-End Blockchain-Enabled Supply Chain

Example Of Dry Aged Beef



They label some products **and** like the label is ...

_____ Thinking about automated we are going to need like a new bar code

...no? - right?

What will the future be like if the stores disappeared?

If the stores stay, will people work in them?

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Rob - robber

Elsa speak

Homework: <https://hy-tek.com/resources/4-experts-predict-the-future-of-warehousing/>

- Practice summarizing it using the linking words

Date: / Consultant: Feb 25 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

listen to the news and then SUMMARIZE using the linking words

<https://learnenglish.britishcouncil.org/skills/listening/b2-listening/business-news>

WORKSPACE:

Automated

Pollution

Smog

Customer Shipment Area

As a result, I asked my bosses if people can do home office

However, we have 150 people there, so they are working from home

Because / SINCE + SVO we have some experience working in CUL

DUe to + NOUN experience working in CUL

Therefore, we think it's better not to be there..

Summarizing what happened in Mexico this week
Effects on business

Material losses
Annual turnover

Use linking words



Linking words for Essay

ADDITION	SEQUENCE	CONSEQUENCE	CONTRAST
Another	After this	Eventually	However
Moreover	Then	So	On the other hand
And then	At this point	Then	Despite
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CERTAINLY	REASON	CONDITION	SUMMARY
Obviously	Since	If	In conclusion
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Plainly	Due to	Whether	Lastly/ Finally
Of course	Owing to	Provided that	To sum up
Undoubtedly	Leads to	Depending on	To conclude
	Cause of		To recapitulate
	In order to		In short

www.eslforums.com

What if the situation becomes WORSE? - We will have problems with the deliveries

What if the World Cup really got cancelled in Mexico? - we would lose a lot of sales

What if this had happened before? If the government **had acted** before? - this **would HAVE BEEN** a piece of cake / it wouldn't have been such a huge issue

If the US hadn't pressured Mexico to do this? He would have not died

If they had done this is CUL, it would have been even worse
If Coppel hadn't had a crisis a few years ago,
I would have = I would've
We would have - We would've

ZERO
conditional

If you stand in the rain, you get wet.
If you heat ice, it melts.

PRESENT SIMPLE + PRESENT SIMPLE

USES: Facts which are generally true or scientific facts
The condition always has the same result

FIRST
conditional

If it rains, we will cancel the trip.
If you study, you will pass the exam.

PRESENT SIMPLE + WILL / WON'T + VERB

USES: A possible situation in the future
Predicting a likely result in the future (if the condition happens)

SECOND
conditional

If I won the lottery, I would travel a lot.
If they sold their house, they would be rich.

PAST SIMPLE + WOULD + VERB

USES: Hypothetical or unlikely situations
Unreal or improbable situation now or in the future

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework:

listen to the news and then SUMMARIZE using the linking words

<https://learnenglish.britishcouncil.org/skills/listening/b2-listening/business-news> + create some hypothetical conditionals about the stories

Date: / Consultant: Feb 12 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

Bad Bunny wows fans, irks MAGA with Super Bowl halftime show

WORKSPACE:

Outstanding

Packaging plants

Warehouse

Shipping

PARCEL

Coppel news

How can you summarize it in English

- Coppel is planning to invest in expansion, clean energy and technology
- From three parts, there is a portfolio of ideas to execute ...
- **For example/ For instance / To illustrate,** , we have an area in charge of opening new stores
- Maybe this year we will open **NOT ONLY** 100 new stores **but also** 100 renovations
- **___ THEREFORE ___** That will allow us to have more presence...

- In addition, We have a focus on SUSTAINABILITY
- Moreover they are pushing for recycling, clean energy, electric cars etc. In SUMMARY we are thinking about being more green.
- On the other hand, talking about technology we have an online store, an app AS WELL AS kiosks in the stores.
- As a result this is our plan for 2026. And maybe this will bring more work, more growth etc.

AND = In addition

BUT = HOWEVER , ON the other hand

despite + noun

SO = Therefore, as a result , consequently

SEQUENCE = In summary , Finally,



Linking words for Essay

ADDITION

Another
Moreover
And then
Similarly
Also
In addition
Likewise
As well as
Besides
Furthermore
Besides this
In the same way
Not only ... but also

SEQUENCE

After this
Then
At this point
Earlier
Later
To begin with
Initially
Following this
Another advantage
One reason
Another reason
A further reason
The final reason

CONSEQUENCE

Eventually
So
Then
In that case
Thus
Consequently
Thereby
Therefore
As a result
Admittedly
It follows that



CONTRAST

However
On the other hand
Despite
In spite of
In contrast
Alternatively
Although
On the contrary
Instead of
Rather
Whereas
Nonetheless
Even though

CERTAINLY

Obviously
Certainly
Plainly
Of course
Undoubtedly



REASON

Since
Because
Due to
Owing to
Leads to
Cause of

CONDITION

If
Unless
Whether
Provided that
Depending on

SUMMARY

In conclusion
In summary
Lastly/ Finally
To sum up
To conclude
To recapitulate

-

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework: listen to the news and then SUMMARIZE using the linking words

<https://learnenglish.britishcouncil.org/skills/listening/b2-listening/business-news>

Date: / **Consultant:** Feb 10 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

<https://www.nbcnews.com/world> - look at the headlines and find some articles to read

WORKSPACE:

Make/ DO check in

Make / DO a better job

ON sunday

Devaluate

After sales support

To expand your market share (get more clients)

Empathetic -ic (optimistic/automatic)

2.5 times more

2.5x more

Guidance

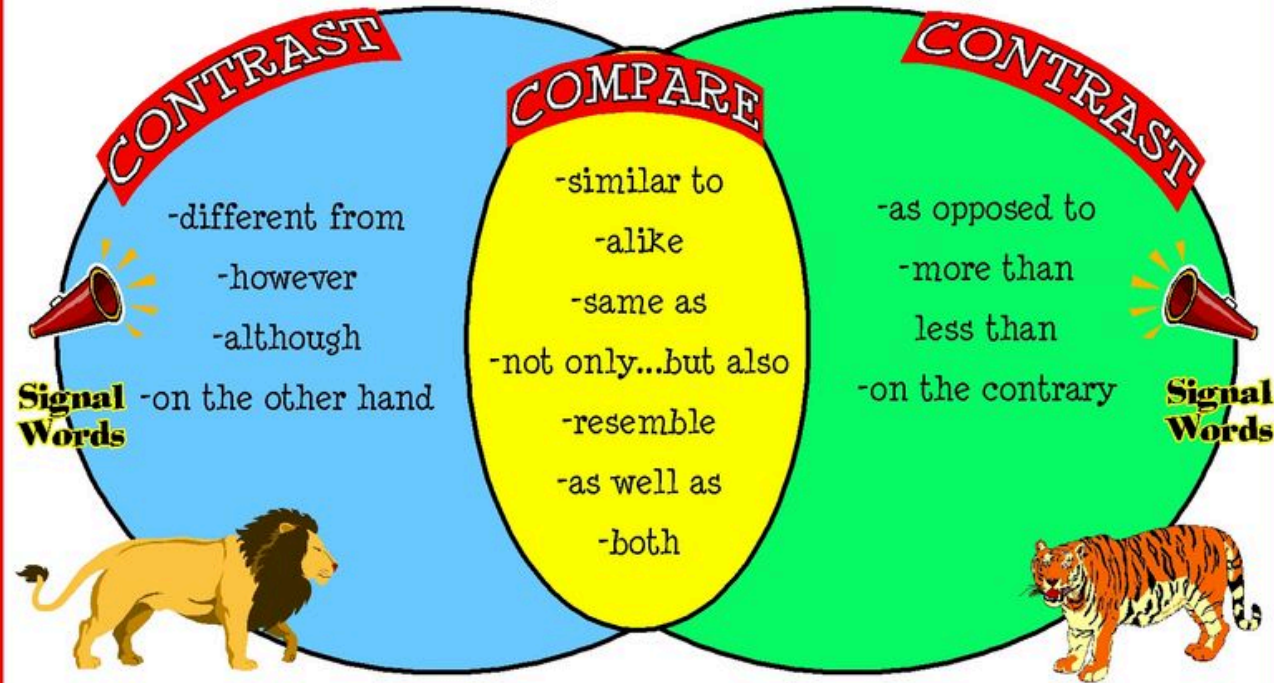
Guide - GAID

Dis- approve

Text Structure

Compare and Contrast

Shows how two or more things are alike and/or how they are different



Bad Bunny wows fans, irks MAGA with Super Bowl halftime show

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework:

Date: / Consultant: Jan 29 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

Make a change

Yearly increase

Let go / lay off - to fire

Push out

Score - KPI

Grade - school/test

OVERperforming / UNDER

Probation

Three strikes and you're out

We're all in the same boat

First STRIKE

Follow the process/ protocol

Survey or POLL

Execute

WORKSPACE:

<https://www.nbcnews.com/world>

Good bad great

frightened ➡ frightening

frustrated ➡ frustrating

horrified ➡ horrifying

interested ➡ interesting

irritated ➡ irritating

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puzzled ➡ puzzling

relaxed ➡ relaxing

satisfied ➡ satisfying

shocked ➡ shocking

surprised ➡ surprising

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terrified ➡ terrifying

tired ➡ tiring

amazed ➡ amazing

amused ➡ amusing

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bored ➡ boring

comforted ➡ comforting

confused ➡ confusing

depressed ➡ depressing

disappointed ➡ disappointing

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disgusted ➡ disgusting

embarrassed ➡ embarrassing

excited ➡ exciting

exhausted ➡ exhausting

fascinated ➡ fascinating

Verbs to describe

rise
jump
grow
climb
go up
increase
rocket

↑

Adverbs to describe... HOW?

sharply quickly
rapidly steeply
considerably
significantly
substantially
steadily
gradually
moderately
slightly
slowly

Verbs to describe

fall
drop
decline
decrease
go down
plunge
plummet

↓

How to describe

stay
remain +
maintain

constant
steady
stable

→

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework: <https://www.nbcnews.com/world> - look at the headlines and find some articles to read

Date: / Consultant: jan 16 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

Talk about the trends in mexico - what is going to happen in 2026 with inflation, job market, AI, economy, consumers etc

IELTS Writing Task 1

Academic Version



www.grammar.cl
www.vocabulary.cl

DESCRIBING TRENDS

Verbs to describe

rise
jump
grow
climb
go up
increase
rocket



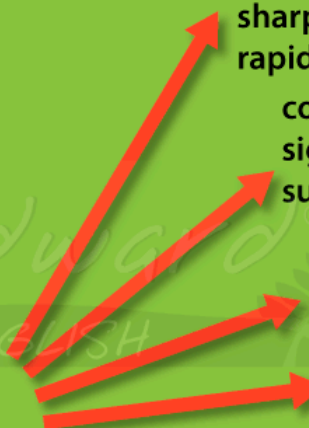
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How to describe

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remain
maintain

+

constant
steady
stable



© Woodward English

Mexico	US	China	Europe

--	--	--	--

Errors/Opportunity for growth/Pronunciation/Feedback:	Vocabulary/Phrases: danger
--	--

Homework: [Market Outlook 2026: Our biggest investment considerations for the year](#) - use subtitles - catch the vocabulary and write it down

Date: / Consultant: dec 11 maja

Lesson number/week:

Topic: talking about trends

Aim:

Catch up/Homework review:

describe the results of buen fin and cyber week - use the new vocabulary

WORKSPACE:

Trends

Describe the results of this buen fin vs the last one

Describe the results of 2025 vs 2024

Make some predictions about 2026 results

Ice rink

In a significant way = significantly

IELTS Writing Task 1

Academic Version



www.grammar.cl
www.vocabulary.cl

DESCRIBING TRENDS

Verbs to describe

rise
jump
grow
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go up
increase
rocket



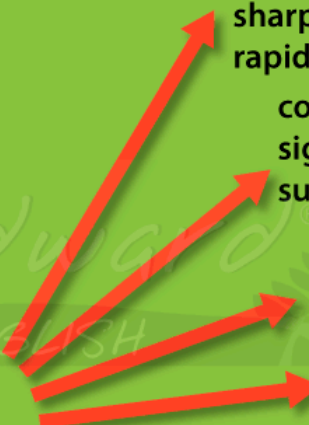
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Adverbs to describe... HOW?

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[The Big Economic Questions for 2026 | Presented by CME Group](#)

Inflation

Hiring and Firing

AI-Driven Corporate Investment

Overall Economic Growth

Consumer confidence and spending - gradually increasing

To cool - cooling - to decrease slowly / gradually

Soft landing - controlled - to have control

Stretch

Momentum

Drop off - decrease sharply

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

manufacturing

Homework:

Talk about the trends in Mexico - what is going to happen in 2026 with inflation, job market, AI, economy, consumers etc

Date: / Consultant: Dec 4 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review:

WORKSPACE:

Black Friday / Cyber week - your opinion about it

- From the company POV
- From a consumer POV

Profitable

bargain

Adjectives ED and ING

English Adjectives **ED** or **ING**

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frightened ➡ frightening

frustrated ➡ frustrating

horrified ➡ horrifying

interested ➡ interesting

irritated ➡ irritating

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puzzled ➡ puzzling

relaxed ➡ relaxing

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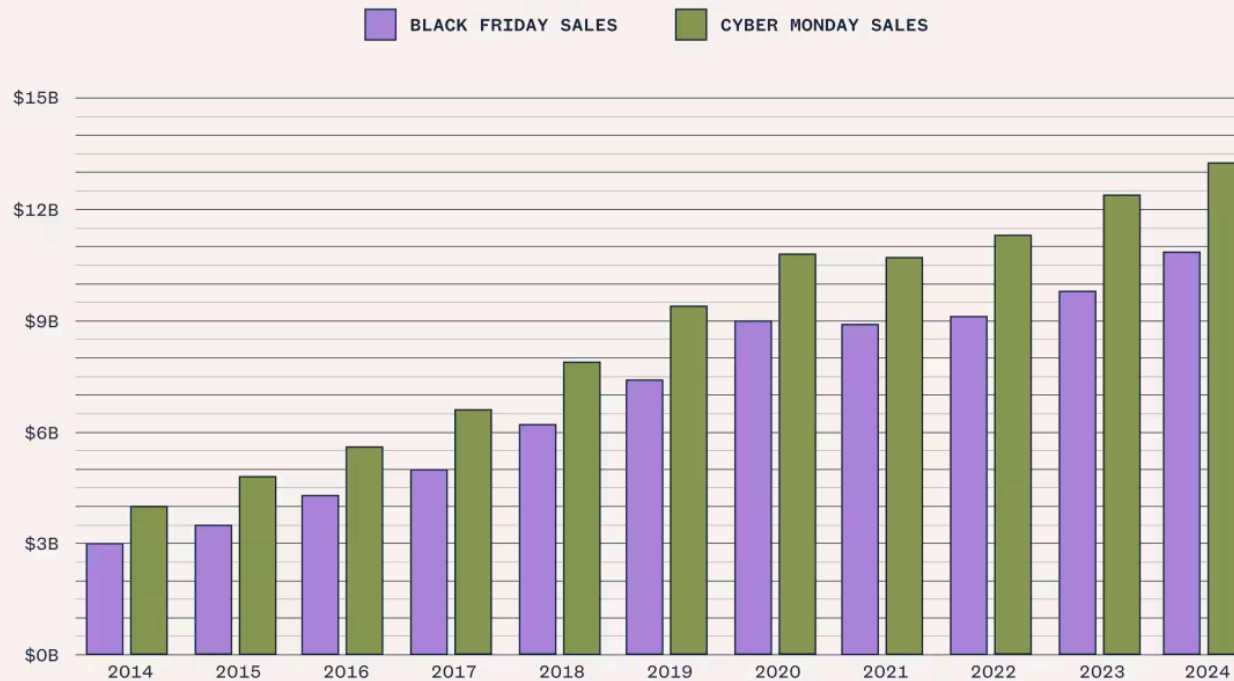
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It is excit**ING** — I am excit**ED**

Black friday vs cyber Monday

Black Friday and Cyber Monday online sales since 2014



[Did 2025 Black Friday deals entice Americans?](#)

Useful vocabulary

- Door buster
- Loyalty programs
- Customers pour in (water) - flow
- Look for anything with a plug
- Big rush- big crowd / big demand
- Sales could top= go over 3 b dollars

- A Turnout - the number of people that come to an event - The turnout at the party was very good / low
- As the day goes on - as the day continues
- Things are picking up - increasing
- Taking advantage of cyber week
- Gone are the days of the stampedes
- Score a deal = get a deal

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework: describe the results of buen fin and cyber week - use the new vocabulary

Date / Consultant: Ryan 11.21.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

Straightforward... it should be straightforward to sell

Increased volume increases the problem...

If you don't know, who will?

Buen Fin Wrap up

To deliver.. Delivery....

- To delay.. To wait...
- To enable... enabler... (psychology term)
- To use or take advantage of our contacts... palanca..
 - The new platform enabled us to achieve our goals, or to perform better or to sell more or to be more successful ... to improve our sales...
 - ~~Having a~~ Our great technological platform helped us to improve our sales this year.
 - Our improved technological platform helped us to increase our sales and decrease the complaints.
 -

How to talk about about change...?

- We sold 70% more on the digital platform this year during Buen Fin, compared to last year.
- Growth... to grow.... Our online sales traffic... our online sales have grown by 70% this year.
- The physical stores or the brick and mortar stores sold 17% more this season.

Increase...

Improvement ... to improve

To hit your sales target... to reach... to achieve...

Feeling...

Demoralizing... to demoralize...

A sense of accomplishment or achievement ...

Christmas bonus...

Vocabulary/Phrases:

Practice:

Date / Consultant: Ryan 11.13.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

To experience... experiencing the race was great

Brand..

It is not worth it...

You were brainwashed.. To wash your brain...

Buen fin

Door busters

- We have recently implemented a commercial doorbuster strategy, in order to greatly increase our internet traffic and thus our sales.

Influencers

- Part of our strategy to include a younger audience is to hire...

Platform .. we have a better platform. We are stronger than before.

- We have added **(exists now!)** new functionalities available to push more sales, such as a wishlist in the shopping cart.
- We were working on this. (past tense... open time but not done)
- We have increased...
- We have improved..
- We have offered...
- We have fulfilled...
- We have not connected...
- We have integrated...

- We have decided...
- We have strengthened ... through ... or with... or by

Backoffice... more IT support...

-

Present perfect... from the past to the present...

- What has changed? What have you improved? What has been done?

In my opinion

Reinforce

Overall feedback:

Summary of lesson:

Vocabulary/Phrases:

Practice:

Date / Consultant: Ryan 10.15.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Blue ocean strategy...

Direct competition or competitor... to compete.. **Competitive...**

- To expand our offer and products....
- To create new oceans
- To be competitive...
- To be a more attractive company
- To recruit more talented individuals
- To rated as one the best places to work
- To be an excellent company to work in-for

The market in Mexico...

- The market is not well-regulated
- Legal vs illegal... fair vs unfair...
- Large illegal markets of products
- Negatively impacts our business
- A lot of ... many competitors..
- Free to break the law... a lack of legal oversight and consequences
- Competitive functions To add new updated functions and tools in order to become more competitive, especially with Chinese companies.

Where are your blue oceans in Coppel?

- Delivery... distribution chain or network...
- Expanding on our physical location

Vocabulary/Phrases:

Practice:

Date / Consultant: Ryan 9.30- 10.10.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

Unexpected phone call

To acknowledge privilege... humility... to be humble...

Mediocre...average...

A weighted scale... a weighted distribution...

Underperforming vs exceptional..

To downsize... to lay off...to cut... to drastically or significantly **reduce the personnel**

- Supporting consultant-- project leader
- No flexibility ... a fixed budget...

The objective of these cuts is to be more profitable and efficient.

To do what matters

To attend--- to take care of...

You get to know the people that you work with

- Team building ...

Brainstorming.. Downsizing reducing..to reduce personnel... to lay off

LIST OF ADVERBS

• Abnormally	• Unbearably	• Actually	• Frightfully	• Openly
• Diligently	• Nicely	• Dreamily	• Lively	• Shakily
• Hopelessly	• Safely	• Always	• Closely	• Urgently
• Accidentally	• Noisily	• Enormously	• Fully	• Optimistically
• Doubtfully	• Scarcely	• Intensely	• Loftily	• Recklessly
• Hungrily	• Unexpectedly	• Anxiously	• Coaxingly	• Tightly
• Deliberately	• Unfortunately	• Equally	• Furiously	• Reluctantly
• Highly	• Obediently	• Interestingly	• Longingly	• Too
• Mysteriously	• Searchingly	• Arrogantly	• Generally	• Repeatedly
• Delightfully	• Oddly	• Especially	• Loosely	• Tremendously
• Honestly	• Seemingly	• Inwardly	• Commonly	• Youthfully
• Naturally	• Unnecessarily	• Awkwardly	• Generously	• Restfully
• Nearly	• Offensively	• Even Irritably	• Loudly	• Truly
• Rightfully	• Seldom	• Beautifully	• Continually	• Righteously
• Ultimately	• Upbeat	• Eventually	• Gently	• Truthfully
• Nervously	• Officially	• Jealously	• Lovingly	• Sharply
• Roughly	• Upright	• Bitterly	• Coolly	• Usefully
• Unaccountably	• Only	• Exactly	• Gladly	• Sheepishly
• Never	• Seriously	• Jovially	• Loyal	• Uselessly
• Rudely	• Upward	• Cleverly	• Courageously	• Painfully

1



Adjectives...

- Nervously , Anxiously, Doubtfully, Painfully, Sadly, Stressed, Loosely, Annoyed, unhappy,

Disappointed, confused, uncertain, surprised, shocked, worried, reduced, convinced, tired, interested, inspired, excited, exhausted, threatened, doubtful

Doubtful mind ... Rarely unhappy life... Sadly day to day

Frequently or **very** or correctly **worried team**

Commonly stressed life

Optimistically convincing methodology of layoffs

The **significantly reduced personnel** on my team...

The sadly unexpected layoffs generated a lot of stress...

Reinforce

Overall feedback:

Summary of lesson:

Vocabulary/Phrases:

Guidance...

Practice:

Date / Consultant: Ryan 9.26.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

In the mornings, she wakes up at 6am...

Daycare...

You have already seen my old office... to see... saw... seen

To give a bath or to bathe... normally, I give the baby a bath...

To put them down... My wife puts the baby down or she puts her to sleep...

To sleep with...

To stay in the crib..

Enhance

Activity:

Focus:

Reinforcing Feedback loop,:

Reinforce

Overall feedback:

Summary of lesson:

Vocabulary/Phrases:

Practice:

Date / Consultant: Ryan 9.19.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Past Modal

It would have been worse, if we had a real grito.

- Could have ...
- Would have...
 - I would have gone to the grito, if...
 - Conditional....
 - Past unreal... If this happened, I would have done this.
- Should have ...
 - I should have taken my bodyguard with me when I went to the grito.
 - We should not have gone to the grito.
 - Rocha should have canceled the grito many weeks ago. That would have been the right decision.
 - The government should have paid the artists for the grito concert.
 - Coppel should have better salaries for their employees.
 - Coppel should not have opened as many stores in the past.

Coppel Store Operations

To open, close... sell, receive, give, hire or fire, clean, show, demonstrate, create, display, organize, arrange, take care of, stock, order, convince, provide, move, shift, improve, operate, connect, protect, track, control,

- Give warranties

- Take inventory

Ed adjectives.... Client ... store...

- A convinced client, annoyed client
- Opened store... organized store... well-displayed store... a protected store.... Well- stocked store... a cleaned store... an improved store...
- + Adverbs....
- A recently cleaned store... a newly opened store... a dramatically improved store ... a busy and disorganized store...

LIST OF ADVERBS

• Abnormally	• Unbearably	• Actually	• Frightfully	• Openly
• Diligently	• Nicely	• Dreamily	• Lively	• Shakily
• Hopelessly	• Safely	• Always	• Closely	• Urgently
• Accidentally	• Noisily	• Enormously	• Fully	• Optimistically
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• Never	• Seriously	• Jovially	• Loyal	• Uselessly
• Rudely	• Upward	• Cleverly	• Courageously	• Painfully

1

TESL.COM

Omnichannel...

- Most used aspect of the omnichannel...
- The Coppel app....

- Good tool for sellers... Tremendous tool... popular... adequate... sufficient... effective... decent... useful...practical... outdated... Antiquated ... a bit old...
 - An adequate but (and) effective tool
 - A useful but outdated app

The recently improved but still outdated Coppel App allows sellers to reach more customers and to increase company sales.

Complex idea... Omnichannel aspects or tools or components

Idea.. or topic... or person... or thing....

- How do I describe it..... Adjectives....
- Combine with the idea
- Make a simple sentence
- Then, I add more...
 - More description
 - More adverb...
 - More prepositions
 - More conjunction
- Review again...

The Coppel App has been improving in the past two years. The most important functionalities for our digital customers include “ratings and reviews” and “wishlist,” which we don’t have in our current app.

- The old Coppel app...
- The updated Coppel app
- The heavily updated Coppel app.... Hubo muchas actualizaciones...
- The heavy and slow, yet updated Coppel App.....
-

Normally a website/app nowadays offers the wishlist functionality for the customers. Unfortunately, our Coppel app doesn’t.

Hopefully in few months our digital channels are going to be more powerful and with this kind of service for our customers.

Complex time!!!

- Normally a website/app nowadays offers the wishlist functionality for the customers.
- Normally, a professional retail business application offers an effective wishlist functionality for its customers.
-
- Normally, an well-established retail business application widely offers an very effective wishlist functionality for its loyal customers.
- Final product...
 - Usually, well-established retail businesses rely on an effective wishlist functionality for its customers.

Vocabulary/Phrases:

Practice:

Date / Consultant: Ryan 9.11.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Coppel Site Improvement

To unify or diversify.... To divide the code into separate modules or areas

We changed the architecture of the coding, so we can change or modify certain areas individually without impacting others.

We took advantage of the logo rebranding to...

- To redesign
- To present... To demonstrate
- To improve... to evolve...
- To incorporate.. To add ... to include... To implement
- To align... to navigate... to find...
- To become... to make ...
- To simplify... to expand... to offer... to enhance...

User friendly... an improved customer experience...

The **newly** implemented functionalities allow customers to (easily) purchase items more easily.

An **recently** enhanced customer experience

An massively expanded functionalities or expanded categories or expanded product line

The dramatically or slightly or moderately redesigned website is better than before.

The pre-made shopping cart for babies is very useful for new parents.

Positively... negatively... marginally... politely...

Customers saw the new...

Very good

Adv + adj

Very + bad

Too much-many + good ideas

Very recently

adv+adv

Parts of speech x 7 ... Every word has a role or a job

Nouns

- Pronouns

Verbs

Adjectives

- an improved customer experience
 - Adjective from a verb... ed adjective.. Past participle...
- Tired vs tiring...

Adverbs

1. Modify verbs ... to easily purchase....
2. Modify sentences
3. Modify adjectives... very happy
4. Modify adverbs

Conjunctions

Prepositions

Articles

Today...

Verbs to adjectives....

To improved ... improved website

Adjective to adverbs....

Positive... positively...

Vocabulary/Phrases:

Practice:

Date / Consultant: Ryan 9.4.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

A sense of pride

Enhance

Activity:

Focus:

Reinforcing Feedback loop,:

Reinforce

Overall feedback:

Summary of lesson:

Vocabulary/Phrases:

Practice:

Date: / Consultant: Aug 29 Maja

Lesson number/week:

Topic:

Aim:

Catch up/Homework review: choose 6 new linking words - try to use them when you summarize something you read/hear/watch

1. Customer Service

- How would you greet a customer entering the store?
- A customer is unhappy with a product. What would you say?
- How do you ask a customer if they need help finding something?
- How would you handle a complaint about a product being out of stock?
- Can you explain to a customer how to use a loyalty card?

2. Product Knowledge

- Can you describe one of our best-selling products/services?
- How would you explain the difference between two similar products?
- How do you answer if a customer asks for a product that is not available?
- Can you explain a promotion or sale to a customer?

3. Communication & Teamwork

- How would you ask a colleague for help with a difficult customer?

- How do you explain a task to a new team member?
- Can you give an example of how you work well in a team?

4. Daily Work / Procedures

- How do you handle cash payments or card transactions?
- What do you say when a customer asks for a refund or exchange?
- How do you check if stock is available?
- Can you explain a store policy (returns, opening hours, discounts)?

5. Situational / Roleplay

- A customer is looking for a product but cannot find it. What do you do?
- A customer asks for a recommendation for a gift. How would you respond?
- Someone wants a product that is out of stock. How would you handle it?
- A customer asks about the features of a product you are not familiar with.

EXPLAIN - paraphrase the question- **FIRST/ FIRST OF ALL**

EXAMPLE- support your explanation - For example/ For instance /Let me illustrate this / **IN fact**

REASON - why - **BECAUSE** - as a result / that's why

CONSEQUENCE - results of this

OPINION - what do I think?

A shopping center - a mall

Framing words

BUYING TIME

- OOH that's an interesting question...I haven't really thought about it...but ...
- Excuse me , could you please repeat? Do you mean....?
- I didn't quite catch it - I didn't understand

Once I find / understand/ hear/ identify / discover the problem, we can work together= collaborate / coordinate to solve - find a solution/resolve/deal with it

So it will be better =???? not only tomorrow but also later

If they need - ask/Require / if help is necessary help, they come to my office and we try = intend / attempt to solve it with alternatives they show us

I give - offer / provide them feedback and we take the decision

ASK - request / call for



LIST OF POWER VERBS

SHOW	MAKE	FIX	DID
Represent Portray Illustrate Highlight Exhibit Describe Depict	Create Compose Assemble Synthesize Produce Generate Formulate	Detected Debugged Amended Alleviate Synthesized Streamline Solved	Arrange Apply Administer Activate Act Perform Handle
TALK / SPEAK	KEEP	BRING A CHANGE	LED
Collaborate Briefed Advocate Addressed Welcome Verify Specify	Strengthen Maintain Ensure Restrain	accomplish accelerate transform reduce recognize for receive minimize	Executed Coordinated Controlled Chaired Programmed Produced Planned



Opinion	Concession	Purpose
- In my opinion - As far as I'm concern - To my mind - It seems to me that...	- Even though - But for - Despite - Apart from - Although - Though	- To - So that - So as to - In order to
Consequence	Contrast	Adding Ideas
- As a result - Thus - So - Therefore - As a consequence - Eventually - That's why	- However - But - Yet - Whereas - While - On the one hand - On the other hand	- Moreover - Also - Besides - In addition - What's more - Not only ... but also

WORKSPACE:

Errors/Opportunity for growth/Pronunciation/Feedback:	Vocabulary/Phrases:
Homework: practice - record yourself Chatgpt - prompt like "give me 10 top exam questions for english at companies"	

Date / Consultant: Aug 22 Maja Lesson number/week:	Aim: summarizing and paraphrasing Topic: Lesson type: Intuitive method
--	---

Warm Up

Make - creating something from zero , mental

DO the tasks - physical action , execute

In

ON / AT the weekend

On Saturday and Sunday - Saturdays and Sundays

Something interesting you read or heard recently

Summarize it - concise but emphasizing important points

A few weeks ago the Council defined a new CEO for Coppel

This is new for me **because** it is the first transition in the company **and** I think it is good for me and my team **because** we are in the digital retail business.

The new CEO is a very digital person **so** I think it is good to have a profile that is very interested in the digital business.

I'm not saying the previous CEO was not digital **but** maybe because of his age was more focused on the physical business.

IN MY OPINION all this transition is going to be good for the digital business. We will get a push **IN ORDER TO** grow our revenue by 15%

If he invests in it, the digital business will grow as we expect, this is 25% by 2028. **So** we have to grow 15% in only 3 years , **and** this will be difficult. **But** if we have support, we will be able to achieve it.

Also

NOT ONLY Customers are important for him **BUT ALSO** the employees. For him it is very important that the employees are happy. **And** he is very focused on improving efficiency in all the companies.

This transition could be difficult, ON the other hand = HOWEVER= ON THE CONTRARY, it will be a great enabler

AS A RESULT of this transition, **In all the scenarios I think it is going to be a good change.**

IN summary / In short / In conclusion - this is going to be good for everyone.

- Profiles with specific **SKILLSET**

Your opinion about it

Conditionals

Summarizing tools

Opinion	Concession	Purpose
- In my opinion - As far as I'm concern - To my mind - It seems to me that...	- Even though - But for - Despite - Apart from - Although - Though	- To - So that - So as to - In order to
Consequence	Contrast	Adding Ideas
- As a result - Thus - So - Therefore - As a consequence - Eventually - That's why	- However - But - Yet - Whereas - While - On the one hand - On the other hand	- Moreover - Also - Besides - In addition - What's more - Not only ... but also

Reinforce

Overall feedback:
Summary of lesson:

Vocabulary/Phrases:

Homework: choose 6 new linking words - try to use them when you summarize something you read/hear/watch

Date / Consultant: Ryan 8.7.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

Prove vs test...

Digitalization matters..

Digitalization

Goal is 25%... 10% currently...

Low competitive...

Colder... more distant... more number or metrics focused...

To channel sales digitally.... To gain digital sales organically....

Patch.. Minor temporary fixes...

Overall frame work

We started from scratch rather than trying to fix everything

Before vs previous.... Before the situation, we ...

Sales were nice... good- solid- robust-decent

- Difficult, struggling, low, below-average, average.... Below expectations...

Inflation... 5%

To stagnate... to eliminating stagnating stores...

Reinforce

Overall feedback:

Summary of lesson:

Vocabulary/Phrases:

Homework:

Date / Consultant: Ryan 7.18.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

- Glass not crystal
- The most well-known brand
- To build - to make a fire in the chimney in the cabin
 - To make vs to do...
 - Make is create something! Make a fire, coffee, cake, report...
 - Do is an activity! Do exercise, do a speech, do a trip...
- To turn on... switch
- kindling ... light wood to start a fire... to kindle...
 - Metaphor of starting a fire....
 - We want to kindle innovation in our company. We are kindling language learning.
- To grill... a charcoal grill...
 - A sign of manliness or masculinity...
 -

Reviewing...

Currently vs actually

They started as a digital company. -- They were born- founded digitally.

The learning curve has been steeper or more difficult for us.

To succeed as CEO... Diego succeeded as CEO...

Incorporate structure

Modals...

Conditionals

- If Coppel employees **had** access to credit, they might accumulate more debt. (**unreal**)
-

Vocabulary/Phrases:

Homework:

Date / Consultant: Ryan 7.11.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

It puts you in the driver's seat for transformation.

Collecting proposals

Criteria?

- We have very few criteria for this project. It is a very open list.
 - Requirements... expectations... limits...
- A blank page
- Brainstorming
- No restrictions... few restrictions..

- To establish your recipe... work plan... checklist... action plan.. Goals.. Objectives... job-to-be-done... area of improvement... milestones

Capacity vs ability... the plan has a format to fill in ... improvement area or idea, point of contact, executive summary...

- Feature or tool or component or function of the website...
 - A rating feature for the website would be very useful for us.
 - The wishlist component in Mercadolibre would be a good addition to our site.
 - A wedding registry, like Liverpool, would be...

Reviewing Proposals

Best idea... most transformational... worst... most average... least interesting...

- Credit offer for customers represents or is a robust idea- excellent initiative- terrible plan- complicated plan
 - This plan is **consistent** with market standards.
 - This is a **reliable** measure of our product's effectiveness.
 - Best tester...
 -

Vocabulary/Phrases:

Homework:

Date / Consultant: Ryan 6.27.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

A tradeoff... to balance...

A kid-focused parent style but not a kid-focused culture

Gentle parenting

Strict... he was very strict

She told me that... she was afraid or scared... she felt afraid...

To treat children... like... as... you should treat people well or nicely.

To threaten...

To foster... to nurture... to encourage.... To grow on its own...

- We want to foster collaboration in our work teams and work environment
 - We should foster accountability in our teams
 - We foster effective, practical and flexible language learning in Alcanza.
-

Parenting styles

Psychological researchers have identified four main parenting styles: neglectful, authoritarian, permissive and authoritative.

Neglectful	Authoritarian
------------	---------------

Ignoring
Parent focused... self esteem issues
The are rules
Less talking allowed
Little time investment

- Strict / hard / discipline-focused
- Closed mind
- Fear
- Low/nothing empathy
- Everything is limit, many limits

Permissive

- The child can take decisions
- The child doesn't have boundaries
- Can talk
- Can do what they want... free, uninhibited
- No rules
-

Authoritative

- Fair but strict, balanced
- Traditional but not extreme
- Punishments exist but in reason
- Parents have the final word
- Structure
- High expectations
- Limits and boundaries... many...

Exercise for descriptions for you. Adjective.

Gentle parenting is here...

Vocabulary/Phrases:

Homework:

Date / Consultant: Ryan 6.20.25

Lesson number/week:

Aim:

Topic:

Lesson type: **Intuitive method**

Warm Up

Food poisoning.... very sick to your stomach, nausea, vomiting....

To surrender... to give in...

Stubborn....

You need to figure out how to hack the city....

- To harness...
- To use things to your advantage
- To leverage...
- To adapt...

To flood.... Flooded areas...

Reviewing ... Personality....

I do not like being alone.... I feel lonely... loneliness.... Within a few hours, you want human contact

You can find people that seem... extroverted or agreeable.... But they really aren't naturally. They have learned how to act or to show that behavior, but it takes a lot of energy.

Project management...

What ...

- Analyze all current project
- Prioritize projects based on revenue and profit....various financial indicators... metrics
- Create a gantt chart or roadmap for these projects
- Define objectives....

- Decide delivery dates...

Vocabulary/Phrases:

Homework:

Date / Consultant: Ryan 6.6.25

Warm Up:

- It is not worth it... the new Iphone is not worth the price.
- Midwest cheap... frugal.. Careful with money...
-

Task Cycle

Outcome:

Language Focus (or Post-Task)

Reflect on:

Feedback:

**Errors/Opportunity for
growth/Pronunciation/Feedback:**

Vocabulary/Phrases:

Homework:

Mini task based on the feedback

Date: / Consultant: Ryan 5.28.25

Lesson number/week:

Topic:

Aim:

To raise children

- To be spoiled... to spoil a child... our children... PARENTS...
- Grit... perseverance...
- To control or to limit The concept is called Delayed Gratification.
- <https://micheleborba.com/books/thrivers/> ... to thrive...
- To overcompensate for a lack of things.... To compensate...
- What would you do to earn it?
- To be proud (adj)... the pride (n.- concept) ... to earn my own money
- In contrast, we currently have a self-entitled generation that believes the world owes them everything.
- They are poorly, negatively, incorrectly educated
- Those kids create a negative or toxic environment
- Classmates... not partners...from wealthy families...
- Working families... we had enough-sufficient but we did not have luxuries....
- To overcome challenges...

Grit Homework:

<https://ed.ted.com/lessons/grit-the-power-of-passion-and-perseverance-angela-lee-duckworth>

- Various indicators
- Grit... what is it?
- Passion... motivation.... Interest.... Vocation... your calling....
- Ikagi... the balance or equilibrium... icky guy.... Assumes....
 - Education
 - Stable background

- Decent family-- parenting
- Good environment or context
- Discipline
- Ethics
- Grit Ability to continue working despite obstacles....
 - Resilience
 - Courage
 - Willpower
 - Strength of character
 - Drive
 -

Mexican Mindset and Ortega y Gasset... https://en.wikipedia.org/wiki/The_Revolt_of_the_Masses

Average... Mass Man... General culture

- To earn... to merit... does not matter
- We value relationships over competence.
- We value security over success or individual goals. Risk adverse not a risk taking culture.
- Stable environment with mediocre or average participants, results, projects, goals etc.

Elite man...

- To break out of your comfort zone
- To hold yourself to a higher standard... to compete... to compare yourself to other people...
- I am accountable to myself...I want to improve myself.

Multiple intelligences.... Strengths vs weaknesses...

- **Linguistic:**
Sensitivity to language and the meaning of words, including speaking, writing, and reading.
- **Logical-Mathematical:**
Capacity to reason, solve problems, and think abstractly, including scientific thinking and mathematical calculations.
- **Spatial:**
Ability to perceive and manipulate visual and spatial information, including understanding maps, charts, and three-dimensional designs.
- **Musical:**
Sensitivity to rhythm, tone, and music, including composing, playing, and appreciating music.
- **Bodily-Kinesthetic:**
Skill in using the body and objects, including sports, dance, and crafts.
- **Interpersonal:**
Ability to understand and interact with others, including communication, empathy, and collaboration.
- **Intrapersonal:**
Understanding oneself and one's own emotions, including self-reflection and introspection.
- **Naturalistic:**
Sensitivity to natural patterns, including recognizing and classifying plants and animals.
-

Hot sale

- The sale has started very well.
- 5 % under our goal
- It is flowing nicely... moving well.... It is fluid...
- Some doorbusters... first come, first serve... it is a good hook to attract customers...
- How did this wrap up?
- We achieved 91% of our goal... we hit most of our targets
- People responded really well to the doorbusters.
- Market share... market penetration...
- Website- sales conversation rate... 0.04% ... 1%
-
-

Culture clash in Coppel....

-

Errors/Opportunity for growth/Pronunciation/Feedback:

Vocabulary/Phrases:

Homework:

Date: / Consultant: Ryan 5.16.25

Topic:

Aim:

Catch up/Homework review:

- If we don't help ourselves, who will help us?

Workspace... Overview of your team and their responsibilities...

Most of my work... the majority of time is spent managing my team

- I am directly managing 8 people.
- I have 22 people in my area that I overseeing.

One of the most important responsibilities is the set of processes.

I am managing 3 centralizers who focus on the processes in their area.

- **Ecommerce** processes
- ~~Fund~~ the processes for **marketplace**, depending on only one centralizer

- Build processes, improve processes, automate processes, design- write- follow a template, create, install, implement, audit- review- evaluate- measure, connect processes, align, erase- remove- store- disconnect- discontinue- pause, found, shape, invent, develop, organize, record,
- Train people
- **Digital transformation...** feedback to systems

My objective is to guide and define the processes in these areas through my centralizers.

ERROR... **depend...** I have 3 people who depend on me. I depend on X person.

- Correct!! To depend on... I depend on Sra. Vicky to help me with Joseph and the house.
 - I depend on my suegros to help me.
 - Coppel depends on the state infrastructure to move its products.
 - Synonyms... to support, to rely on, to count on, to lean on

ERROR... the responsible... he is the responsible for the project

- He is responsible for the project... he leads or manages or is in charge of the project...

Thesaurus...

We organized a list of priorities and **vital**-crucial-significant projects for the company in January, and we create a mechanism to track their progress throughout the year.

Project Touchbase...

- a sample size of projects or %
- Sample size... in statistics... % that should represent significance...
- This is not a sample size.

A current project that you are overseeing... commercial and operations...

- Organizing projects... project leaders...
- Gloria, 3 divisionals,
- Bi-weekly sessions to update, follow up and organize projects...

To touch base
To follow up
To expand on
To present
To update

To identify- find areas of... opportunity, risk etc.

Plantilla--- template! The Status in a Tweet!

Variables...

Limits of the mechanism...

Errors/Opportunity for growth/Pronunciation/Feedback:

Roles... rolls Spanish....

Focus

Status

Blocks... stoppers... obstacles

O sounds...

- F O cus
- F U cus

Vocabulary/Phrases:

Homework: